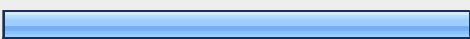




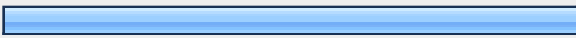



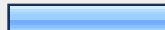
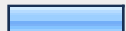
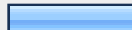
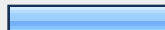


# WCAOR 2009 Member Survey



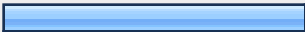
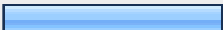
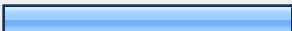

1. What type of membership do you hold with WCAOR?			
		Response Percent	Response Count
REALTOR - primary		72.1%	129
REALTOR - secondary		2.2%	4
Affiliate		5.0%	9
Broker/Owner		13.4%	24
If secondary, what other Boards/Associations do you hold memberships?		7.3%	13
		<i>answered question</i>	<b>179</b>
		<i>skipped question</i>	<b>2</b>

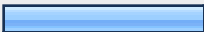
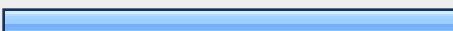
2. Would you consider yourself....			
		Response Percent	Response Count
A full time REALTOR (it's my only job!)		88.3%	151
A part time REALTOR (I have employment elsewhere as well)		11.7%	20
		<i>answered question</i>	<b>171</b>
		<i>skipped question</i>	<b>10</b>








3. How long have you been a member of WCAOR?			
		Response Percent	Response Count
Less than 6 months		7.8%	14
6 months to one year		7.8%	14
<b>1-3 years</b>		<b>24.0%</b>	<b>43</b>
4-5 years		17.3%	31
6-10 years		19.0%	34
<b>More than 10 years</b>		<b>24.0%</b>	<b>43</b>
		<i>answered question</i>	<b>179</b>
		<i>skipped question</i>	<b>2</b>




4. Overall, how satisfied are you with WCAOR and our services?						
	The Best - meets my professional needs	Satisfactory	Neutral	Not happy at all	Rating Average	Response Count
I rate WCAOR overall as:	41.9% (70)	<b>48.5% (81)</b>	6.0% (10)	3.6% (6)	1.71	167
If not happy, please tell us why. If neutral, what can we do to meet your professional needs?						15
						<i>answered question</i>
						<b>167</b>
						<i>skipped question</i>
						<b>14</b>

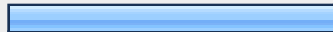
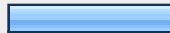
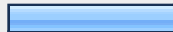
<b>5. Please rate the following Association member benefits:</b>						
	<b>The Best</b>	<b>Satisfactory</b>	<b>Neutral</b>	<b>Needs work/improvement</b>	<b>Rarely use</b>	<b>Response Count</b>
Events/Fundraisers	21.2% (35)	<b>40.0% (66)</b>	16.4% (27)	3.6% (6)	19.4% (32)	165
Association communications	32.5% (55)	<b>48.5% (82)</b>	7.1% (12)	7.7% (13)	4.7% (8)	169
Association publications	23.4% (39)	<b>50.9% (85)</b>	15.0% (25)	6.0% (10)	5.4% (9)	167
Networking/Social functions	19.3% (32)	<b>41.0% (68)</b>	15.7% (26)	3.6% (6)	21.1% (35)	166
Education Courses	34.9% (59)	<b>46.7% (79)</b>	7.7% (13)	3.0% (5)	8.9% (15)	169
REALTOR Store	27.8% (47)	<b>51.5% (87)</b>	6.5% (11)	3.6% (6)	10.7% (18)	169
MLS Access	30.7% (50)	<b>43.6% (71)</b>	12.9% (21)	5.5% (9)	8.0% (13)	163
Committee Support	18.9% (31)	<b>43.9% (72)</b>	15.2% (25)	5.5% (9)	16.5% (27)	164
Service received	34.3% (57)	<b>47.6% (79)</b>	6.6% (11)	4.2% (7)	7.2% (12)	166
	<b>answered question</b>					<b>169</b>
	<b>skipped question</b>					<b>12</b>

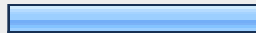
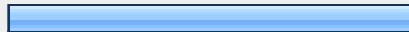
6. What enhanced member benefits would you like to see offered?			
		Response Percent	Response Count
On line shop for real estate supplies (riders, signs, flags, etc.)		50.7%	71
<b>Discounted printing or other marketing support</b>		<b>57.9%</b>	<b>81</b>
Internet lead generation system		46.4%	65
Self promotional advertising on the web		33.6%	47
Williamson County Real Estate Guide		44.3%	62
Do you have an idea to share?		9.3%	13
		<b>answered question</b>	<b>140</b>
		<b>skipped question</b>	<b>41</b>

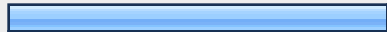
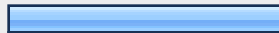
7. Would you pay an additional fee for these enhanced benefits?			
		Response Percent	Response Count
Yes		30.4%	49
<b>No</b>		<b>69.6%</b>	<b>112</b>
		<b>answered question</b>	<b>161</b>
		<b>skipped question</b>	<b>20</b>

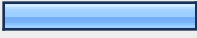



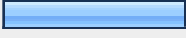

8. What is your preferred method of communication from the Association?			
		Response Percent	Response Count
E-newsletter (lots of content in one email)		71.0%	120
Event/activity specific emails		46.7%	79
Phone calls/direct communication		9.5%	16
Text messages		3.6%	6
I find it myself on the website or printed materials		6.5%	11
I get information from fellow members/word of mouth		8.9%	15
RSS Feeds		3.6%	6
		<b>answered question</b>	<b>169</b>
		<b>skipped question</b>	<b>12</b>



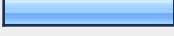
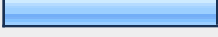


9. Would you like to receive emails about specific events and activities:			
		Response Percent	Response Count
Once weekly		69.6%	117
2-3 emails per week		13.7%	23
Every other week		16.7%	28
		Other (please specify)	6
		<b>answered question</b>	<b>168</b>
		<b>skipped question</b>	<b>13</b>


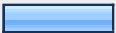
10. Would you like to receive the E-Newsletter:			
		Response Percent	Response Count
Weekly		50.0%	85
Bi-weekly		24.7%	42
Monthly		25.3%	43
		Other (please specify)	2
		<b>answered question</b>	<b>170</b>
		<b>skipped question</b>	<b>11</b>

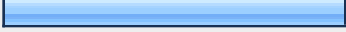


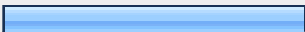
11. Have you served on a WCAOR committee?			
		Response Percent	Response Count
Yes		38.1%	64
No		61.9%	104
		<b>answered question</b>	<b>168</b>
		<b>skipped question</b>	<b>13</b>

12. Do you find our committees to be interesting and of value, something at which you would want to spend time?			
		Response Percent	Response Count
Yes		58.3%	91
No		41.7%	65
		<b>answered question</b>	<b>156</b>
		<b>skipped question</b>	<b>25</b>




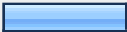

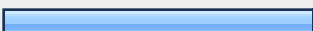

13. What about our committees is appealing to you?			
		Response Percent	Response Count
Chance to grow my business/network		29.3%	43
Enjoy interacting with colleagues		40.8%	60
Enjoy event planning		15.6%	23
<b>Feel it's important to contribute</b>		<b>48.3%</b>	<b>71</b>
Nothing about committee work appeals to me		27.9%	41
Other (please specify)		9.5%	14
		<b>answered question</b>	<b>147</b>
		<b>skipped question</b>	<b>34</b>


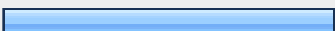
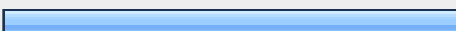

14. If you have not served on a WCAOR committee, why?			
		Response Percent	Response Count
Business plan does not allow		9.6%	10
<b>Time commitment is too great</b>		<b>36.5%</b>	<b>38</b>
Lack of knowledge about committees and their roles		26.0%	27
Not ready to serve		32.7%	34
No committee appeals to me		12.5%	13
No committee appeals to me, but I'd love to:		2.9%	3
		<b>answered question</b>	<b>104</b>
		<b>skipped question</b>	<b>77</b>

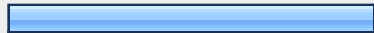
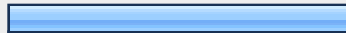
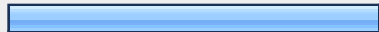
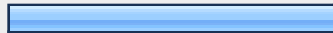
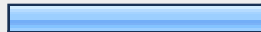
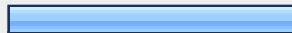
15. Have you taken MCE/SAE or other education classes at WCAOR?			
		Response Percent	Response Count
Yes		83.3%	140
No		16.7%	28
		<i>answered question</i>	<b>168</b>
		<i>skipped question</i>	<b>13</b>


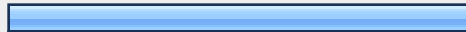
16. If so, which classes do you normally attend?			
		Response Percent	Response Count
Designation courses		52.5%	74
<b>Other MCE/SAE courses</b>		<b>70.9%</b>	<b>100</b>
MLXchange		22.7%	32
Free workshops/seminars		46.1%	65
		<i>answered question</i>	<b>141</b>
		<i>skipped question</i>	<b>40</b>

17. If you do not attend courses at WCAOR, please tell us why.		
		Response Count
		31
		<i>answered question</i>
		<b>31</b>
		<i>skipped question</i>
		<b>150</b>

18. Where do you receive your continuing education courses?			
		Response Percent	Response Count
Title companies		55.7%	83
Mortgage companies		20.8%	31
New Home Builders		11.4%	17
My own broker (in house)		18.8%	28
Online		45.0%	67
Real Estate School (Austin Institute, Champions, etc.)		47.7%	71
Other (please specify)		19.5%	29
		<b>answered question</b>	<b>149</b>
		<b>skipped question</b>	<b>32</b>



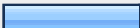


19. Would you be interested in the following course offerings?			
		Response Percent	Response Count
Evening/weekend classes		32.7%	36
Additional designations (luxury, vacation, broker level, etc)		50.9%	56
<b>Unique class offerings (social networking, marketing, specialty courses)</b>		<b>70.0%</b>	<b>77</b>
Other (please specify)		6.4%	7
		<b>answered question</b>	<b>110</b>
		<b>skipped question</b>	<b>71</b>



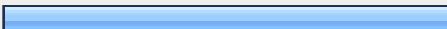

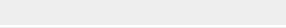
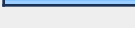
20. Which designation courses would you like to see offered at WCAOR?			
		Response Percent	Response Count
GRI		56.0%	56
ABR		52.0%	52
<b>CRS</b>		<b>57.0%</b>	<b>57</b>
Green		50.0%	50
SRS		39.0%	39
Staging		44.0%	44
		Others (please specify)	15
		<b><i>answered question</i></b>	<b>100</b>
		<b><i>skipped question</i></b>	<b>81</b>

21. Would you be interested in learning more about the Texas Association of REALTORS Leadership Program (TRLP)? (Please contact wcaor@wcaor.org or fill out your contact information at the end of this survey).			
		Response Percent	Response Count
Yes		29.4%	45
<b>No</b>		<b>70.6%</b>	<b>108</b>
		<b><i>answered question</i></b>	<b>153</b>
		<b><i>skipped question</i></b>	<b>28</b>

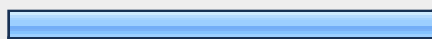
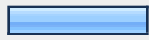
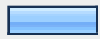
22. Which of the following events have you attended in the past three years?			
		Response Percent	Response Count
Tech Tune Up		39.6%	63
Green Expo		19.5%	31
Golf Tournaments		22.0%	35
Installation and Awards Gala		30.8%	49
TREPAC events		33.3%	53
Toastmasters		6.9%	11
Young REALTORS Group (AYREP) social hours		13.2%	21
I do not typically attend events		39.6%	63
		<i>answered question</i>	159
		<i>skipped question</i>	22

23. Did you know that our building is available for rent by other organizations, businesses, or personal use?			
		Response Percent	Response Count
Yes		67.7%	113
No		32.3%	54
		<i>answered question</i>	167
		<i>skipped question</i>	14







24. Do you use the following resources at WCAOR?			
		Response Percent	Response Count
REALTOR Internet Cafe		10.7%	14
<b>REALTOR Store</b>		<b>87.8%</b>	<b>115</b>
Meeting rooms		20.6%	27
Copier		8.4%	11
Website		42.7%	56
		<i>answered question</i>	<b>131</b>
		<i>skipped question</i>	<b>50</b>

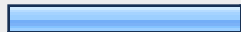
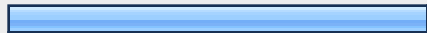
25. If you use the WCAOR website, why?			
		Response Percent	Response Count
MLS access		20.0%	25
Education/class schedule		62.4%	78
<b>Register for classes or events</b>		<b>68.8%</b>	<b>86</b>
Get information regarding affiliate members		13.6%	17
Current events		43.2%	54
Property tour information		20.0%	25
		Other (please specify)	14
		<i>answered question</i>	<b>125</b>
		<i>skipped question</i>	<b>56</b>

26. How would you rate our website?						
	The Best	Satisfactory	Neutral	Hard to Navigate/find info	Rarely use	Response Count
1 - Home Page	11.2% (17)	<b>61.8% (94)</b>	6.6% (10)	10.5% (16)	9.9% (15)	152
2 - Class schedules	15.8% (24)	<b>55.9% (85)</b>	9.2% (14)	7.9% (12)	11.2% (17)	152
3 - Event schedules	14.4% (22)	<b>55.6% (85)</b>	11.1% (17)	8.5% (13)	10.5% (16)	153
4 - General Information access/navigation	13.3% (20)	<b>53.3% (80)</b>	14.7% (22)	9.3% (14)	9.3% (14)	150
5 - Affiliate advertisements	5.6% (8)	<b>44.4% (63)</b>	23.9% (34)	6.3% (9)	19.7% (28)	142
6 - Types of Information	6.9% (10)	<b>52.8% (76)</b>	20.8% (30)	6.9% (10)	12.5% (18)	144
	<i>answered question</i>					<b>156</b>
	<i>skipped question</i>					<b>25</b>

27. Are you a TREPAC investor?			
		Response Percent	Response Count
Yes		<b>65.5%</b>	<b>93</b>
No		21.1%	30
If not, why?		13.4%	19
	<i>answered question</i>		<b>142</b>
	<i>skipped question</i>		<b>39</b>

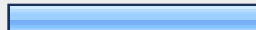
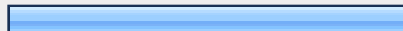
28. Do you belong to other volunteer, political or community organizations?			
		Response Percent	Response Count
Yes		58.2%	82
No		41.8%	59
Please list your other memberships:			55
<b>answered question</b>			<b>141</b>
<b>skipped question</b>			<b>40</b>

29. To which age group do you belong?			
		Response Percent	Response Count
Under 25		1.4%	2
26-35		5.5%	8
36-45		19.9%	29
<b>46-55</b>		<b>35.6%</b>	<b>52</b>
56-65		30.1%	44
66 and over		7.5%	11
<b>answered question</b>			<b>146</b>
<b>skipped question</b>			<b>35</b>

30. Please specify your gender.			
		Response Percent	Response Count
Male		35.4%	52
<b>Female</b>		<b>64.6%</b>	<b>95</b>
<b>answered question</b>			<b>147</b>
<b>skipped question</b>			<b>34</b>

31. How long have you been in the real estate industry?			
		Response Percent	Response Count
Less than 6 months		4.8%	7
6 months to one year		4.1%	6
1-3 years		13.7%	20
4-5 years		13.7%	20
6-10 years		17.8%	26
<b>More than 10 years</b>		<b>45.9%</b>	<b>67</b>
		<i>answered question</i>	<b>146</b>
		<i>skipped question</i>	<b>35</b>

32. If there is anything else you would like to share, please do so here. We thank you!		
		Response Count
		27
		<i>answered question</i>
		<b>27</b>
		<i>skipped question</i>
		<b>154</b>

33. Can WCAOR send your information (name, address, email, phone, etc.) to Affiliates/Advertisers of events that you have registered to attend?			
		Response Percent	Response Count
Yes		38.5%	55
<b>No</b>		<b>61.5%</b>	<b>88</b>
		<i>answered question</i>	<b>143</b>
		<i>skipped question</i>	<b>38</b>

34. Please provide us the following information before beginning your survey. Entering this information will give you a chance to win one of two (2) \$50.00 VISA gift cards! (OPTIONAL)

		Response Percent	Response Count
Name:	<input type="text"/>	100.0%	121
Company:	<input type="text"/>	100.0%	121
Email Address:	<input type="text"/>	99.2%	120
Phone Number:	<input type="text"/>	98.3%	119
		<i>answered question</i>	121
		<i>skipped question</i>	60