

2019

The Residential Real Estate Council
MEMBERSHIP SURVEY
HIGHLIGHTS



RRC National Leadership Team

Richard Weystack, CRS
President

Alex Milshteyn, CRS
President Elect

Holli Woodward, CRS
First Vice President

Michael Burkhard, CRS
Immediate Past President

Lana Vukovljak
CEO

RRC Marketing and Communications Staff

Lisa Marshall
VP Engagement

Kimberly Cure
Communications Manager

Mike Reyfman
Web and Graphic Designer



Introduction

The Residential Real Estate Council conducts an annual member and non-member survey to gain insight into member decision-making and to learn how it can better meet the needs of its members.

The objectives of this year's survey are to:

- Understand awareness and importance of membership benefits
- Identify satisfaction with and perceived value of Council programs/services
- Identify the potential drivers or barriers to membership
- Explore reactions to three different membership tiers and perception of pricing for the tiers, assuming three different membership scenarios
- Determine communications awareness and channel preferences for communication about different educational products, invitations, webinars, etc.
- Compare current results to data collected in prior years

Methodology

The survey was conducted online by a third party (Affect) sent to RRC members and nonmembers September 17- October 25, 2019. There were 2009 respondents: members (n=1,768) and nonmembers (n=241) who completed the survey

Results

- Most members are satisfied with RRC membership and intend to renew their memberships.
- Member satisfaction is high and consistent with levels observed in 2018.
- The majority of members are satisfied with Council programs and services.
- Agent-to-agent referrals continue to be the most valued service, but some non-members aren't fully aware of this membership benefit, and member satisfaction on the referrals services is not as high as might be expected given its perceived importance.
- Awareness of Council communications is high among members and moderate among non-members.
- Most survey participants also consider the Council to provide 'just the right amount of information' and feel that the communications are 'professional' and 'easy to understand.'
- Regular and Education + Membership packages are considered more appealing than the Premium Membership package.



The Council is known for premiere education and networking opportunities, as well as the esteemed CRS Designation

84% LIKELY TO RECOMMEND RRC EDUCATION

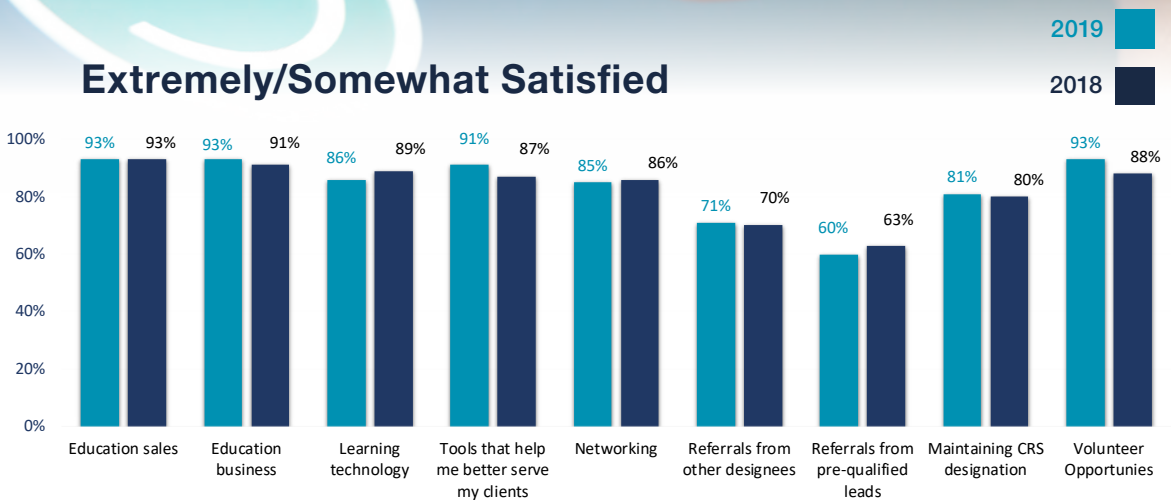
98% OF ATTENDEES PERCEIVE SELL-A-BRATION[®] AS A VALUABLE CONFERENCE

84% LIKELY TO RECOMMEND THE CRS DESIGNATION



MEMBER SATISFACTION WITH RRC PROGRAMS & SERVICES

Extremely/Somewhat Satisfied



67% BELIEVE RRC SENDS THE RIGHT AMOUNT OR NOT ENOUGH AMOUNT COMMUNICATIONS

DESCRIBE RRC COMMUNICATION AS "PROFESSIONAL"

81%

74% DESCRIBE RRC COMMUNICATION AS "EASY TO UNDERSTAND"

COUNCIL MEMBER AND NON-MEMBER PROFILES

Demographic information allows us to better understand certain background characteristics of our membership base and help us design strategies to reach these audiences.

Council Members Surveyed:

- Majority are sales agents/brokers working for a managing broker (71%) working in independent non-franchised (42%) or franchised (31%) companies
- Average tenure as REALTOR® is 25 years and 17 years as CRS designee
- Gross sales of \$4.3 million and personal income from sales of \$144K
- Male/female split is 29/71 and average age is 62
- Male/female split is 29/71 and average age is 62
- The majority of respondents are Caucasian (89%)
- Over half (57%) have a college degree or higher

Council Non-Members Surveyed:

- Also likely to be sales agents/brokers working for a managing broker (68%)
- Average age (63) and tenure as REALTOR® (24 years) are similar
- Lower gross sales (\$3.6 million) and lower personal income from sales (\$98K)
- Gender, education, and racial or ethnic background are similar to member

