

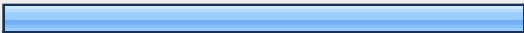
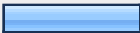



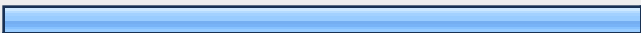


# AAOR - The Survey You've Been Expecting

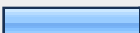
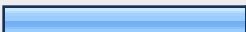
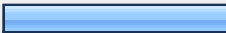

1. What month & year does your DRE License expire/renew?					
	Jan, Feb, Mar	Apr, May, Jun	Jul, Aug, Sep	Oct, Nov, Dec	Response Count
2010	12.5% (2)	<b>56.3% (9)</b>	18.8% (3)	12.5% (2)	16
2011	21.4% (6)	21.4% (6)	<b>39.3% (11)</b>	17.9% (5)	28
2012	18.2% (4)	13.6% (3)	<b>40.9% (9)</b>	27.3% (6)	22
2013	23.7% (9)	<b>42.1% (16)</b>	18.4% (7)	15.8% (6)	38
2014	<b>44.4% (4)</b>	<b>44.4% (4)</b>	11.1% (1)	0.0% (0)	9
<i>answered question</i>					<b>112</b>
<i>skipped question</i>					<b>6</b>

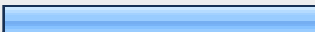
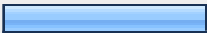



2. Are you a Full-Time or Part-Time REALTOR®?			
		Response Percent	Response Count
Full-Time - this is my primary job		90.6%	106
Part-Time - I have another job which I consider to be my primary		9.4%	11
<i>answered question</i>			<b>117</b>
<i>skipped question</i>			<b>1</b>

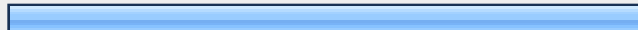



3. Which MLS do you belong to: (check all that apply)			
		Response Percent	Response Count
EBRD - East Bay Regional Data		80.2%	93
Bay East		20.7%	24
Other		2.6%	3
		<b>answered question</b>	<b>116</b>
		<b>skipped question</b>	<b>2</b>




4. Do you use lockboxes or do you show property personally?			
		Response Percent	Response Count
Use Lockbox		24.6%	28
Show Personally with elegance and pizzazz		7.9%	9
Both		67.5%	77
		<b>answered question</b>	<b>114</b>
		<b>skipped question</b>	<b>4</b>

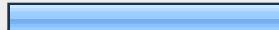
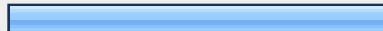
5. What device do you use to search the MLS? (check all that apply)			
		Response Percent	Response Count
Desktop/Laptop - some type of computer		98.3%	115
Smart phone or some type of cell phone		28.2%	33
My fellow REALTOR's smart phone		0.0%	0
All of the above		2.6%	3
		<b>answered question</b>	<b>117</b>
		<b>skipped question</b>	<b>1</b>

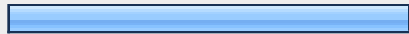

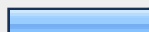


6. How is YOUR personal Real Estate business at the moment?			
		Response Percent	Response Count
Great! It's booming!		20.7%	24
<b>I'm doing a couple of transactions.</b>		<b>37.1%</b>	<b>43</b>
I have a few clients I'm working with.		34.5%	40
Hmmm, nothing right now but I'm working on it.		7.8%	9
		<b>answered question</b>	<b>116</b>
		<b>skipped question</b>	<b>2</b>

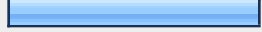
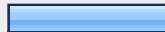
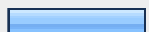


7. Do you attend your office meeting? and how often?			
		Response Percent	Response Count
<b>Yes, I'm at EVERY meeting!</b>		<b>47.8%</b>	<b>54</b>
Yes, I often attend.		31.0%	35
Yes, I go occasionally		8.0%	9
NO, never attend		3.5%	4
N/A (Independent Broker who lives at their office)		9.7%	11
		<b>answered question</b>	<b>113</b>
		<b>skipped question</b>	<b>5</b>

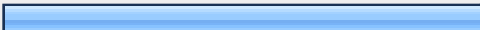
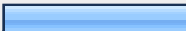
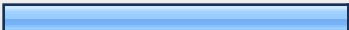
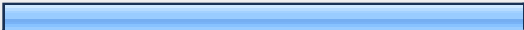


8. How would you prefer to receive AAOR communications?			
		Response Percent	Response Count
Email		97.4%	111
Text Message		0.0%	0
From my Broker		0.9%	1
Read it myself on the website		0.9%	1
Doesn't matter because I file/delete the message		0.9%	1
		<b>answered question</b>	<b>114</b>
		<b>skipped question</b>	<b>4</b>

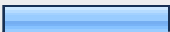

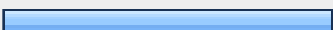

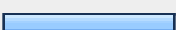
9. Do you receive too much email from AAOR?			
		Response Percent	Response Count
Yes, it feels like SPAM		0.0%	0
Occasionally it is too much		7.0%	8
No, seems like the right amount		87.7%	100
No, I want more		5.3%	6
		<b>answered question</b>	<b>114</b>
		<b>skipped question</b>	<b>4</b>

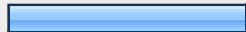
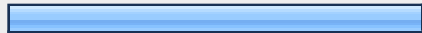
10. Do you use the AAOR website: www.AlamedaAOR.org ?			
		Response Percent	Response Count
YES		41.6%	47
NO		58.4%	66
		<b>answered question</b>	<b>113</b>
		<b>skipped question</b>	<b>5</b>

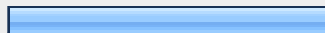
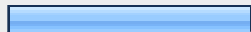


11. Do you attend AAOR events?			
		Response Percent	Response Count
Yes		61.6%	69
No, because I have another job		4.5%	5
No, because I don't have the time/too busy		21.4%	24
No, because the events are not relevant to me and/or my business		3.6%	4
No, because I don't want to		8.9%	10
		<b>answered question</b>	<b>112</b>
		<b>skipped question</b>	<b>6</b>

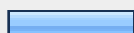



12. Does the current INFORUM time of 8:30am work well with your schedule?			
		Response Percent	Response Count
Yes		38.4%	43
No, a later morning would be better (9am-10:30ish)		24.1%	27
No, an early afternoon would be better (1pm)		20.5%	23
No, Tuesday conflicts with tour and doesn't work for me at all		8.0%	9
No, no, no! I just won't go!		8.9%	10
		<b>answered question</b>	<b>112</b>
		<b>skipped question</b>	<b>6</b>

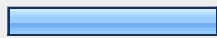



13. What type of INFORUM topics would be of interest? (check all that apply)			
		Response Percent	Response Count
Real Estate Law		73.6%	81
Motivational		28.2%	31
Real Estate Professional Development		52.7%	58
<b>City of Alameda - Departments (Real Estate related)</b>		<b>80.0%</b>	<b>88</b>
Real Estate Tax information		51.8%	57
City Government/Community Information		66.4%	73
		<i>answered question</i>	<b>110</b>
		<i>skipped question</i>	<b>8</b>

14. What type of events would you like to see more of? (check all that apply)			
		Response Percent	Response Count
General Membership		25.2%	27
<b>Education</b>		<b>66.4%</b>	<b>71</b>
INFORUM: Guest Speakers		50.5%	54
Social		26.2%	28
Community		26.2%	28
		<i>answered question</i>	<b>107</b>
		<i>skipped question</i>	<b>11</b>

15. If a general membership meeting was held at 7pm on a weeknight, would you attend?			
		Response Percent	Response Count
Yes		36.3%	41
No		63.7%	72
<i>answered question</i>			113
<i>skipped question</i>			5

16. How happy are you with the Alameda Association of REALTORS®?			
		Response Percent	Response Count
Very happy		48.6%	52
Mostly happy		37.4%	40
It's just OK		13.1%	14
Blah!		0.9%	1
<i>answered question</i>			107
<i>skipped question</i>			11

17. What is Article 9 of NAR's Code of Ethics?			
		Response Percent	Response Count
Cannot keep Client's money in your own account		18.8%	16
Must cooperate with Professional Standards cases		7.1%	6
All agreements are in writing		61.2%	52
Disputes shall be submitted for arbitration		12.9%	11
<i>answered question</i>			85
<i>skipped question</i>			33

18. Who is the Alameda AOR's Association Executive?			
		Response Percent	Response Count
Rob Platt		31.8%	34
<b>Dee Ostrofsky-Williams</b>		<b>63.6%</b>	<b>68</b>
Kristin McMahan		1.9%	2
Beverly Johnson		0.0%	0
Not sure		2.8%	3
<i>answered question</i>			<b>107</b>
<i>skipped question</i>			<b>11</b>

19. Please enter any additional comments: (all responses are confidential)		
		Response Count
		15
<i>answered question</i>		<b>15</b>
<i>skipped question</i>		<b>103</b>