



MINNEAPOLIS AREA Association
of REALTORS®

The Results Are In...

2017

Membership Survey

Methodology

Purpose

Periodically, the Minneapolis Area Association of REALTORS® (MAAR) will ask for opinions and demographic information from its membership in order to better serve that membership. It is a distinct goal of the association to listen to and respond to the wishes of members, which is often best accomplished through a full-membership research initiative such as a survey.

Methodology

A total of 868 surveys were completed for use in this analysis via the survey website surveymonkey.com.

Survey Time Period

Completed surveys were submitted in December 2017.

Reporting

Percentages for research questions are based upon only the total number of members who answered a given research question. For multiple-response questions, percentages are based upon the total number of responses for the survey (868).

Margin of Error and Rounding

Most questions were answered by nearly all 868 respondents, but for the sake of comparison, the margin of error is **3.4%** for 868 respondents, which is about the lowest total for a single research question.

Because totals have been rounded to the nearest tenth of a percent, some rounding errors may occur.

MAAR's Values, Mission and Vision

We strive for Excellence

We are Sustainable

We are Inclusive

We Give Back

We are the Leaders

Mission: Providing the resources and leadership for REALTORS® to succeed while promoting stronger, sustainable communities.

Vision: To ignite professional success and grow vibrant communities as the expert resource and trusted leader in the residential real estate industry.

Research Questions

The Association

Length of MAAR Membership
First Heard About MAAR
Impressions and Experiences with MAAR
Value of MAAR Products and Services to Members
Value of MAAR Statistical Reports and Summaries
Rating of MAAR Overall

The Market

Impact of Challenges Facing REALTORS®

Professional Development

Interests in Professional Development
Organizations REALTORS® Seek for Professional Development
Interests in Forums for Education
Professional Designations and Certifications of MAAR Members

Marketing

Promotional Marketing Tools
Annual Marketing Spending

Technology

Use of MAAR Website
Interaction with MAAR on Facebook and Twitter
Technology Used by Members
Use of Mobile Apps
Top Business Apps Used
Websites or Apps That Members Have a Profile On
Where Members Learn About Real Estate Technology
Annual Technology Spending for Business

Business Specifics

Current Role in the Real Estate Industry
Primary Real Estate Business Focus
Number of Years with Current Firm
Number of Firms Worked For
Brokerage Size
Real Estate as Primary Source of Income
Years Worked in the Real Estate Industry
Hours Worked in Real Estate per Week

Demographics

Gender
Age
Education of MAAR Members
Ethnic Background
Annual Gross Income from Real Estate
Annual Gross Personal Income

Executive Summary

The Association

Average Number of Years as MAAR Member	11-20
First Heard About MAAR Through Process of Obtaining License	50.1%
Rating of MAAR Overall (on a scale from 1 to 10, with 10 being highest)	7.79

Professional Development

	MAAR	Kaplan
Organizations REALTORS® Seek for Professional Development	84.6%	62.4%

Website

Use of MAAR Website – Weekly or More	33.3%
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Business Specifics

	Agent	Broker
Current Role in the Real Estate Industry	72.6%	11.1%
Primary Business Specialty is Residential Single Family	95.0%	
Most Common Years with Current Firm	More than 10 years	
Median Range of Firms Members Have Worked For	2-3 firms	
Brokerage Size – Median Range	6-20 agents	

	Yes	No
Real Estate as Primary Source of Income	76.3%	23.7%
Most Common Range of Years Worked in the Real Estate Industry	11-20 years	
Most Common Range of Hours Worked in Real Estate per Week	41-60 hours	

Demographics

	Male	Female
Gender	41.5%	58.5%
Most Common Age Range of Respondents	55-64 years	
MAAR Members with Education Beyond High School	91.9%	
	White	Other
Ethnic Background – White-Caucasian / Other Ethnicity	90.6%	9.4%
Most Common Gross Real Estate Income Range	\$50,001-\$100,000	
Most Common Gross Personal Income Range	\$50,001-\$100,000	

Current Role in the Real Estate Industry

Question:

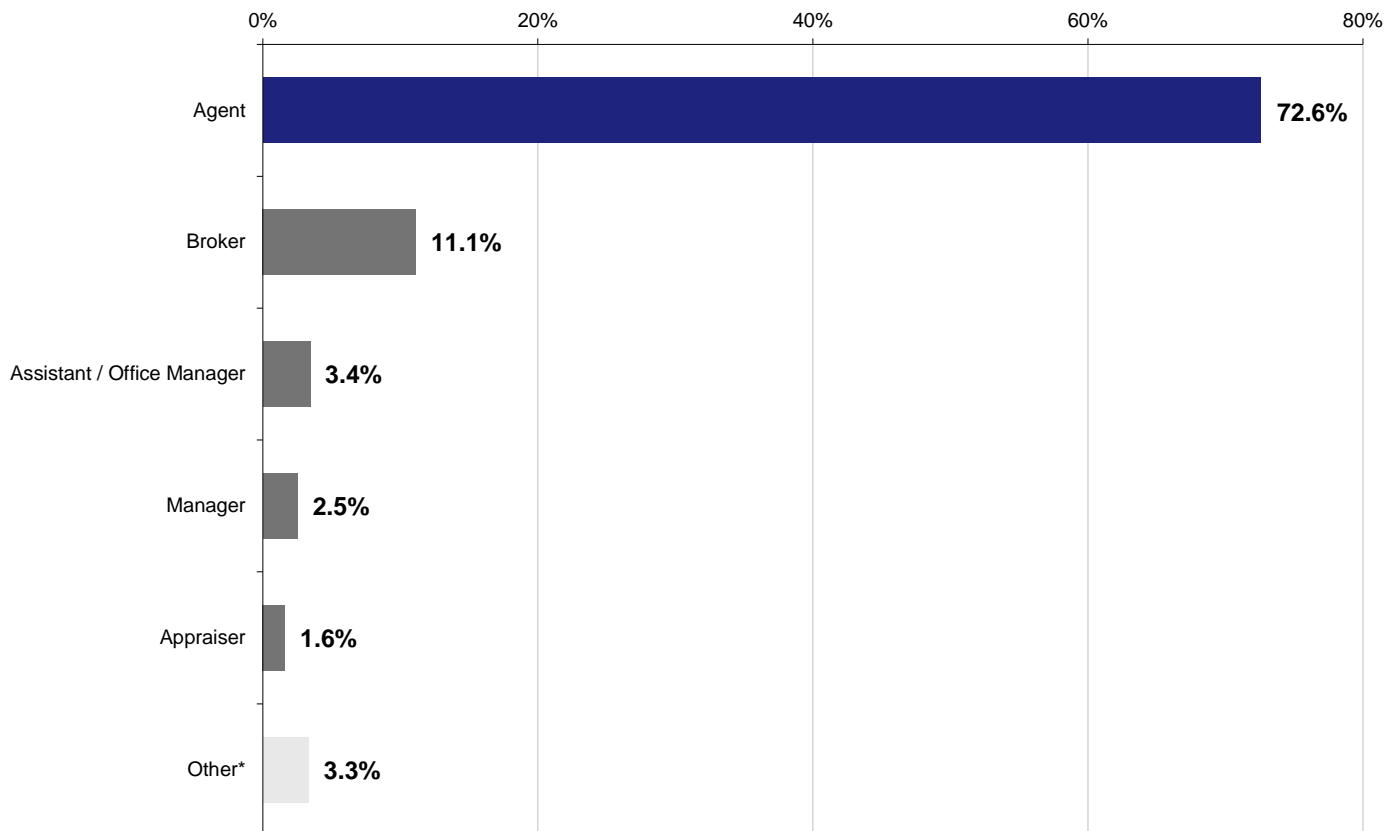
What is your current role in the real estate industry?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (867).

	Persons	Percent
Agent	717	72.6%
Broker	110	11.1%
Assistant / Office Manager	34	3.4%
Manager	25	2.5%
Appraiser	16	1.6%
Other*	33	3.3%

* Other responses included: Home Inspector (11), Photographer (5), Owner (2), Relocation Professional , Licensed Assistant, Transaction Coordinator, Marketing Specialist, Certified Assessor, Resort Sales



Length of MAAR Membership

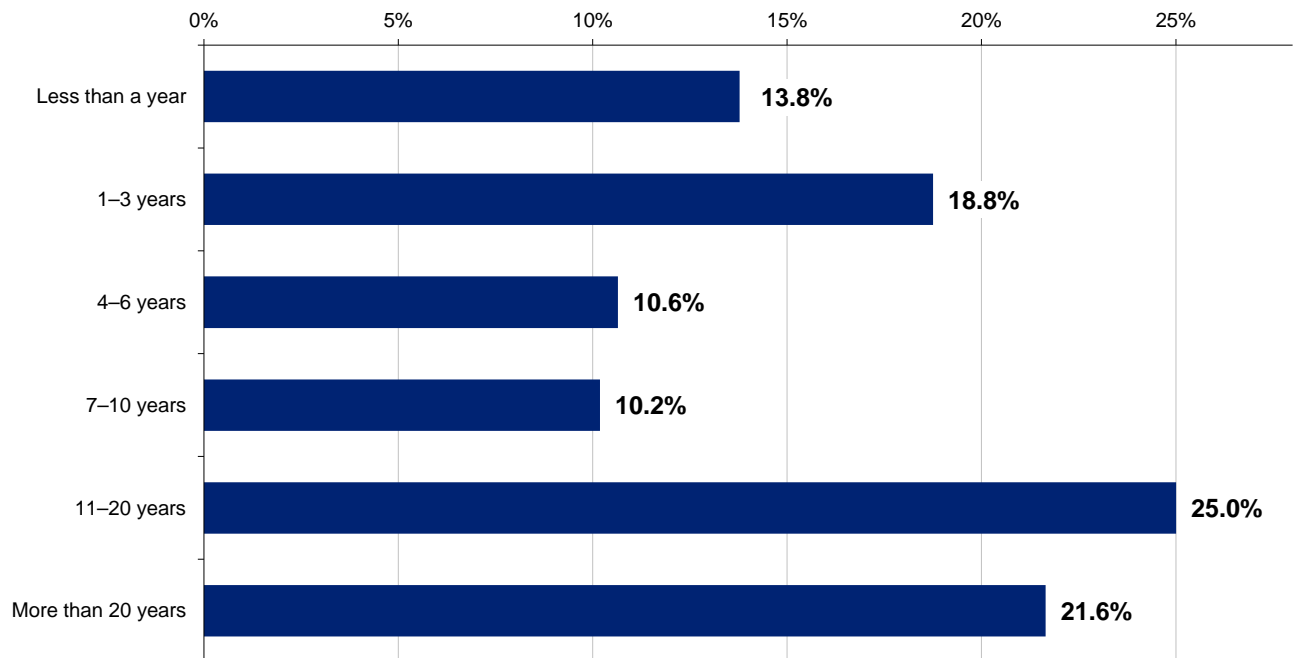
Question:

How long have you been a member of the Minneapolis Area Association of REALTORS® (MAAR)?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (864).

	Persons	Percent
Less than a year	119	13.8%
1–3 years	162	18.8%
4–6 years	92	10.6%
7–10 years	88	10.2%
11–20 years	216	25.0%
More than 20 years	187	21.6%
Total	864	100.0%



Most Common Range: 11–20 Years

First Heard About MAAR

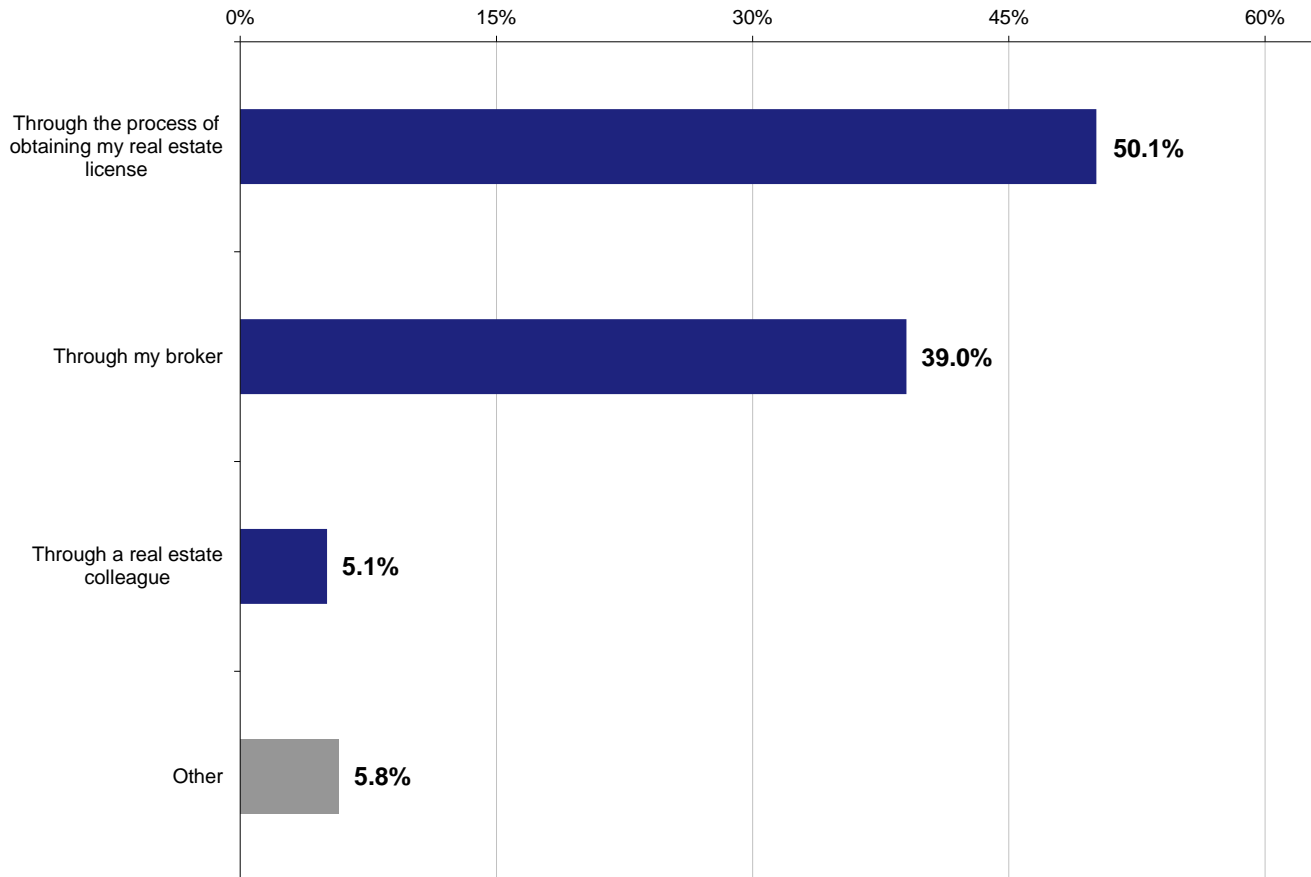
Question:

How did you first hear about MAAR?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (864).

	Persons	Percent
Through the process of obtaining my real estate license	433	50.1%
Through my broker	337	39.0%
Through a real estate colleague	44	5.1%
Other	50	5.8%
Total	864	100.0%



Impressions and Experiences with MAAR

Question:

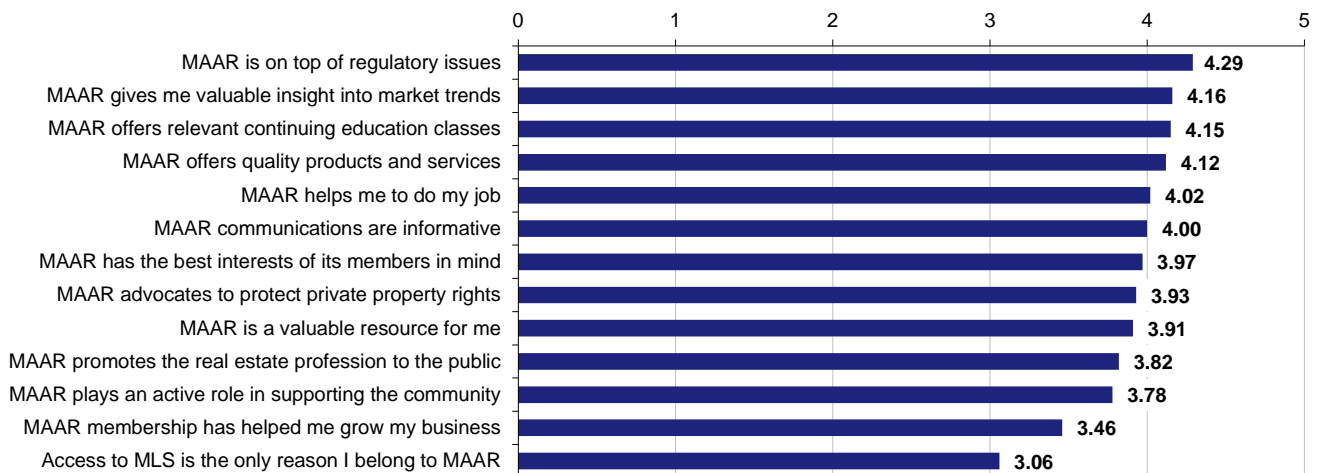
Below is a list of statements that may describe your impressions and experiences with MAAR. Indicate your level of agreement with the following statements on a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree."

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents, and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- 1 MAAR helps me to do my job
- 2 MAAR offers quality products and services
- 3 MAAR membership has helped me grow my business
- 4 MAAR gives me valuable insight into market trends
- 5 MAAR is on top of regulatory issues
- 6 Access to MLS is the only reason I belong to MAAR
- 7 MAAR is a valuable resource for me
- 8 MAAR has the best interests of its members in mind
- 9 MAAR offers relevant continuing education classes
- 10 MAAR promotes the real estate profession to the public
- 11 MAAR communications are informative
- 12 MAAR plays an active role in supporting the community
- 13 MAAR advocates to protect private property rights

Code	Persons	Score	Strongly Disagree			Strongly Agree			N/A
			1	2	3	4	5		
5	806	4.29	0.5%	1.2%	11.2%	43.3%	43.8%	0.0%	
4	807	4.16	0.6%	2.6%	13.3%	47.1%	36.4%	0.0%	
9	804	4.15	0.5%	2.9%	13.3%	48.3%	35.1%	0.0%	
2	804	4.12	0.8%	1.6%	16.7%	47.1%	33.8%	0.0%	
1	806	4.02	1.6%	3.2%	16.6%	48.1%	30.4%	0.0%	
11	805	4.00	0.9%	2.1%	18.4%	52.9%	25.7%	0.0%	
8	804	3.97	1.7%	2.7%	22.4%	42.8%	30.4%	0.0%	
13	804	3.93	1.0%	1.4%	26.9%	45.0%	25.8%	0.0%	
7	805	3.91	2.1%	3.7%	23.4%	42.4%	28.5%	0.0%	
10	807	3.82	1.4%	4.8%	29.0%	40.5%	24.3%	0.0%	
12	804	3.78	0.9%	2.6%	33.0%	44.5%	19.0%	0.0%	
3	804	3.46	2.5%	12.1%	39.3%	29.7%	16.4%	0.0%	
6	804	3.06	7.5%	31.8%	22.8%	23.4%	14.6%	0.0%	



Value of MAAR Products and Services to Members

Question:

MAAR offers a variety of products and services designed to assist real estate professionals. Please indicate how valuable you find each of the following products and services on a scale of 1 to 5, where 1 means "Not at All Valuable" and 5 means "Extremely Valuable." If you have never used or are not aware of the product or service, please indicate this by circling "X" (Have Not Used) or "NA" (Not Aware).

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents, and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- | | |
|---|--|
| 1 MAAR Website (www.mplsrealtor.com) | 8 MAAR Online Education Courses |
| 2 Today's Real Estate (online weekly newsletter) | 9 Advocacy with Local Governments |
| 3 Blog Posts | 10 Housing Market Statistics: Reports / Online Tools / Videos |
| 4 Social Media (Facebook, Twitter, LnkdlIn, Instgrm) | 11 Broker and Appraiser Meetings |
| 5 Member Store | 12 Networking (e.g., Diversity, Global, YPN events) |
| 6 Staff Assistance | 13 Multiple Listing Service (MLS) |
| 7 Education & Professional Development Courses | 14 Committee Involvement |

Code	Persons	Score	Not at All Valuable			Extremely Valuable		Not Used / Not Aware / No Answer
			1	2	3	4	5	
13	806	4.65	0.4%	1.0%	3.2%	16.9%	77.2%	1.4%
10	805	4.09	0.5%	3.9%	7.2%	40.9%	43.1%	4.5%
7	807	3.86	0.9%	4.5%	11.3%	43.9%	33.3%	6.2%
6	802	3.83	1.5%	5.1%	12.6%	42.8%	32.5%	5.5%
1	804	3.66	2.1%	7.5%	16.0%	45.9%	23.4%	5.1%
9	804	3.54	1.7%	4.0%	20.7%	39.2%	25.1%	9.3%
8	807	3.24	1.0%	4.7%	19.3%	37.8%	20.9%	16.2%
2	804	3.15	2.5%	9.0%	20.8%	45.5%	10.0%	12.3%
5	805	2.89	4.0%	12.8%	25.6%	34.8%	8.7%	14.2%
14	800	2.83	2.3%	4.4%	32.3%	27.6%	13.0%	20.5%
12	806	2.72	3.2%	5.2%	31.5%	28.9%	9.7%	21.5%
4	806	2.59	5.5%	7.1%	34.4%	26.3%	6.2%	20.6%
3	796	2.42	5.5%	8.2%	38.1%	21.4%	4.2%	22.7%
11	802	2.27	2.4%	4.6%	33.3%	20.8%	6.5%	32.4%

Impact of Challenges Facing REALTORS®

Question:

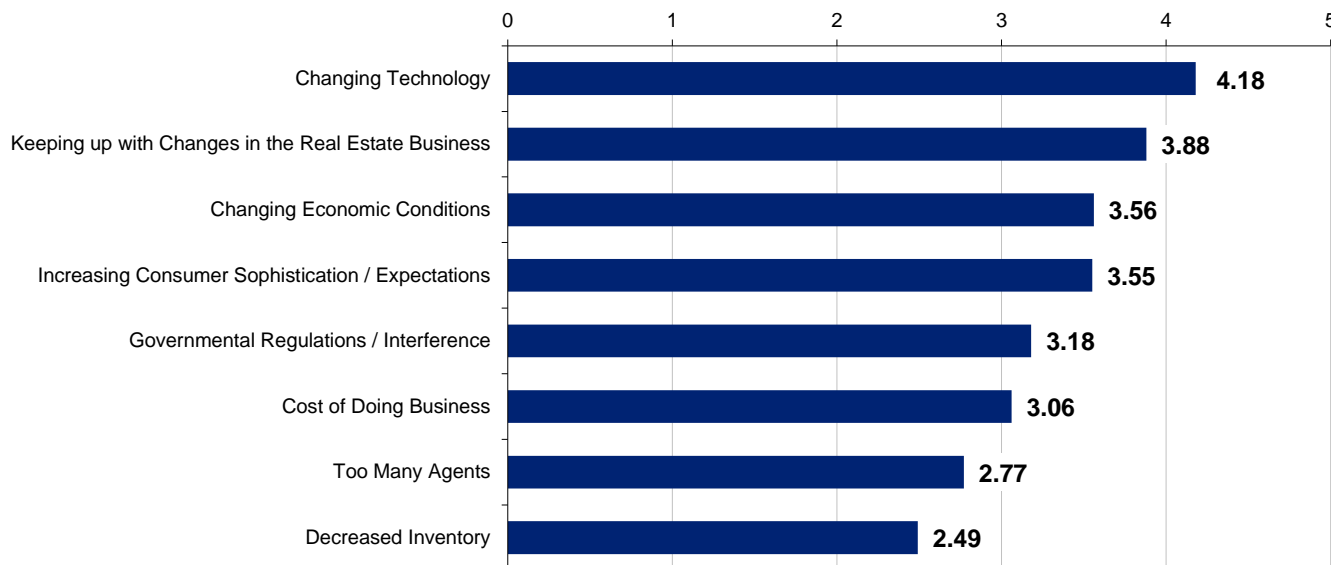
Regarding challenges you face in real estate, please rank the following choices by the amount of impact each has on your business where 1 means "Has No Impact" and 5 means "Has Great Impact."

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents, and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- | | |
|---|---|
| <ul style="list-style-type: none"> 1 Changing Technology 2 Cost of Doing Business 3 Governmental Regulations / Interference 4 Increasing Consumer Sophistication / Expectations | <ul style="list-style-type: none"> 5 Changing Economic Conditions 6 Keeping up with Changes in the Real Estate Business 7 Too Many Agents 8 Decreased Inventory |
|---|---|

Code	Persons	Score	No Impact			Great Impact			N/A
			1	2	3	4	5		
1	751	4.18	0.5%	6.1%	14.3%	33.3%	45.8%	0.0%	
6	752	3.88	0.5%	9.2%	23.0%	36.4%	30.9%	0.0%	
5	751	3.56	1.6%	12.3%	33.3%	34.5%	18.4%	0.0%	
4	751	3.55	2.5%	13.2%	30.2%	34.8%	19.3%	0.0%	
3	750	3.18	4.5%	20.3%	42.7%	17.9%	14.7%	0.0%	
2	750	3.06	9.5%	25.6%	29.2%	20.8%	14.9%	0.0%	
7	751	2.77	10.5%	23.3%	51.9%	7.3%	6.9%	0.0%	
8	748	2.49	22.1%	34.1%	23.8%	13.1%	7.0%	0.0%	



Interests in Professional Development

Question:

Which areas of professional development are of most interest to you at this point in your real estate career?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (743).

	Persons	Percent
Agent / Broker Technology Tools	524	62.0%
Legal Issues / Real Estate Contracts	353	41.8%
Marketing / Public Relations / Branding	349	41.3%
Lead Generation	340	40.2%
Ethics / Professionalism	310	36.7%
Business Planning	292	34.6%
Social Media (e.g., Facebook, LinkedIn, Twitter, Pinterest)	286	33.8%
Sales Strategies	258	30.5%
Home Trends / Property Staging®	252	29.8%
Networking Opportunities & Strategies	206	24.4%
Mortgage and Finance	178	21.1%
Down Payment Assistance Programs	171	20.2%
Personal Coaching	156	18.5%
Green / Environmental Issues	137	16.2%
Foreclosure and Short Sale	126	14.9%
Leadership	67	7.9%
Global Real Estate Business (Inside or Outside the U.S.)	60	7.1%



Organizations REALTORS® Seek for Professional Development

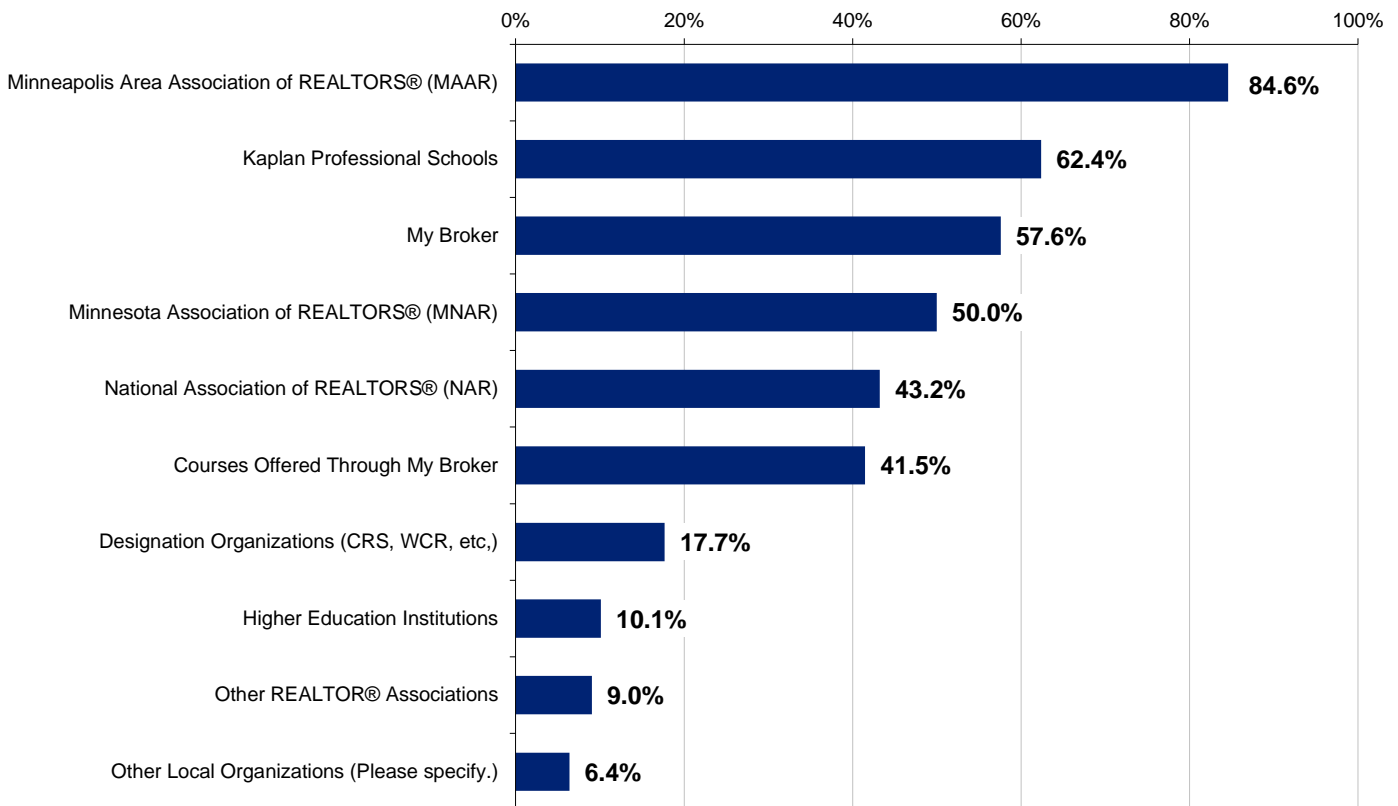
Question:

What professional organizations or resources have you used or considered using when seeking professional development opportunities?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (852).

	Persons	Percent
Minneapolis Area Association of REALTORS® (MAAR)	636	84.6%
Kaplan Professional Schools	469	62.4%
My Broker	433	57.6%
Minnesota Association of REALTORS® (MNAR)	376	50.0%
National Association of REALTORS® (NAR)	325	43.2%
Courses Offered Through My Broker	312	41.5%
Designation Organizations (CRS, WCR, etc.)	133	17.7%
Higher Education Institutions	76	10.1%
Other REALTOR® Associations	68	9.0%
Other Local Organizations (Please specify.)	48	6.4%
Appraisal Institute	21	2.8%
None / Not Applicable	18	2.4%



Interests in Forums for Education

Question:

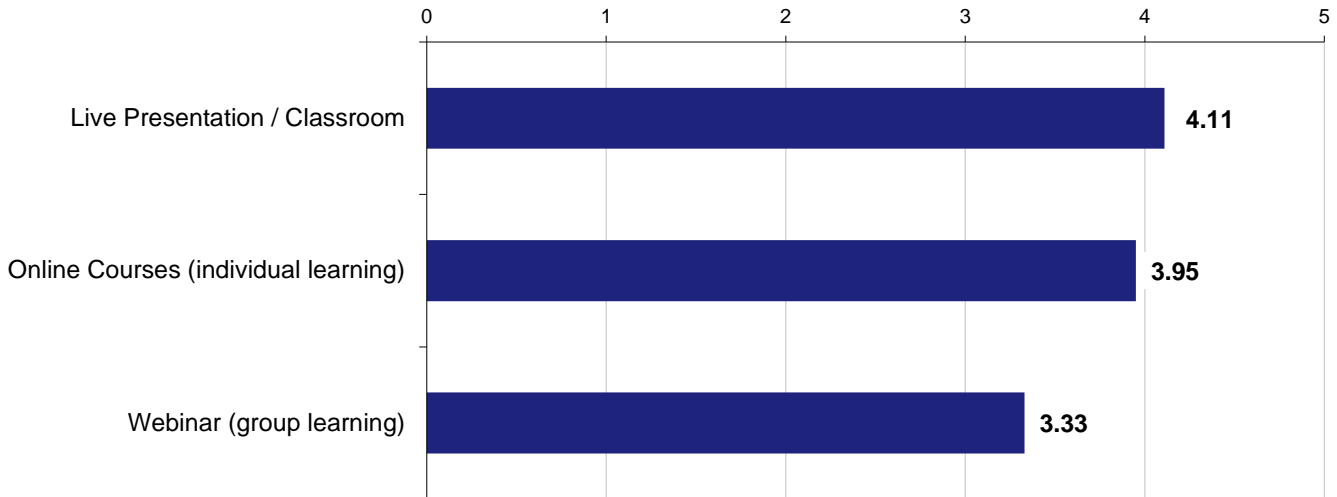
Please indicate your levels of interest in each of the following forums for education courses on a scale of 1 to 5, where 1 means "Not Interested" and 5 means "Very Interested."

Methodology:

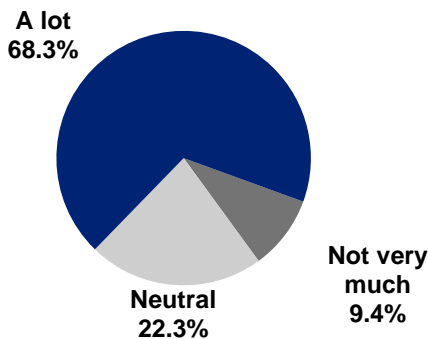
Each statement represents a single-response question. Percentages are based upon all respondents, and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- 1 Live Presentation / Classroom
- 2 Online Courses (individual learning)
- 3 Webinar (group learning)

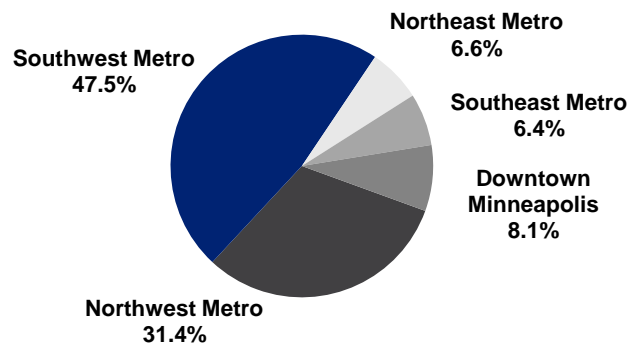
Code	Persons	Score	Not Interested			Very Interested			N/A
			1	2	3	4	5		
1	721	4.11	5.3%	4.7%	11.4%	31.4%	47.3%	0.0%	
2	721	3.95	5.6%	6.2%	15.5%	33.0%	39.7%	0.0%	
3	720	3.33	9.7%	14.4%	25.4%	34.4%	16.0%	0.0%	



How much does location impact your decision to attend a live MAAR Course?



What area would most likely motivate you to attend a live MAAR course?



Professional Designations and Certifications of MAAR Members

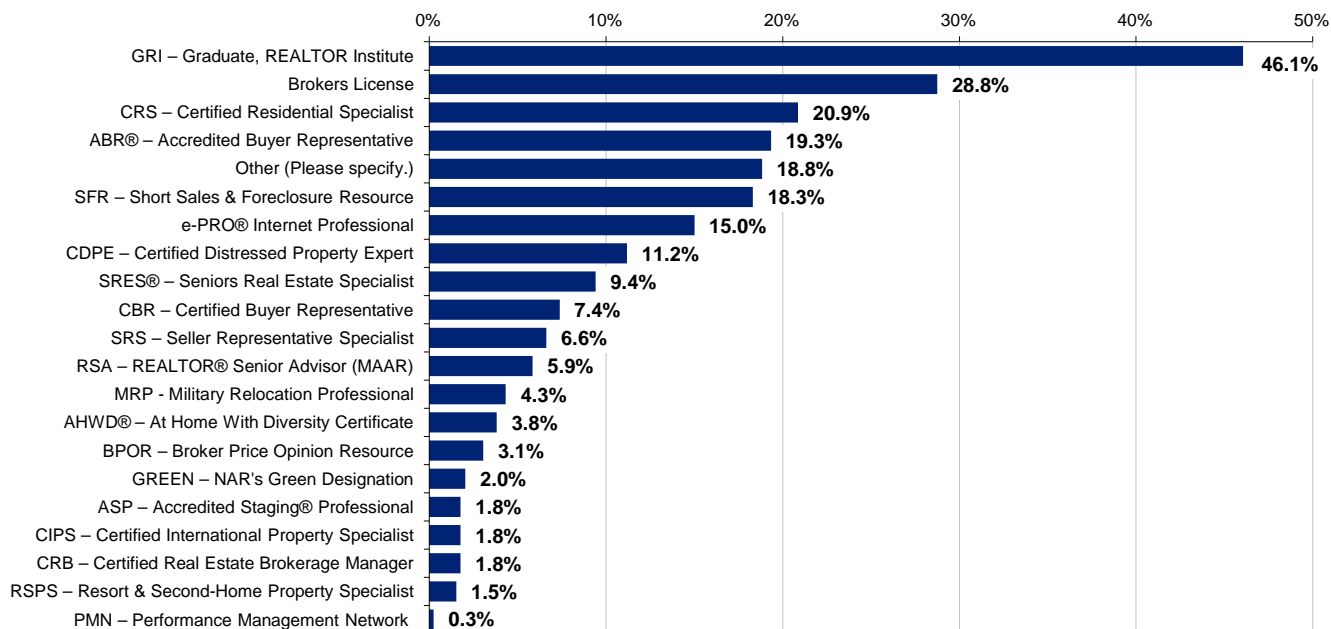
Question:

Which professional designations or certifications do you currently have?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (393).

	Persons	Percent
GRI – Graduate, REALTOR Institute	181	46.1%
Brokers License	113	28.8%
CRS – Certified Residential Specialist	82	20.9%
ABR® – Accredited Buyer Representative	76	19.3%
Other (Please specify.)	74	18.8%
SFR – Short Sales & Foreclosure Resource	72	18.3%
e-PRO® Internet Professional	59	15.0%
CDPE – Certified Distressed Property Expert	44	11.2%
SRES® – Seniors Real Estate Specialist	37	9.4%
CBR – Certified Buyer Representative	29	7.4%
SRS – Seller Representative Specialist	26	6.6%
RSA – REALTOR® Senior Advisor (MAAR)	23	5.9%
MRP - Military Relocation Professional	17	4.3%
AHWD® – At Home With Diversity Certificate	15	3.8%
BPOR – Broker Price Opinion Resource	12	3.1%
GREEN – NAR's Green Designation	8	2.0%
ASP – Accredited Staging® Professional	7	1.8%
CIPS – Certified International Property Specialist	7	1.8%
CRB – Certified Real Estate Brokerage Manager	7	1.8%
RSPS – Resort & Second-Home Property Specialist	6	1.5%
PMN – Performance Management Network	1	0.3%



Promotional Marketing Tools

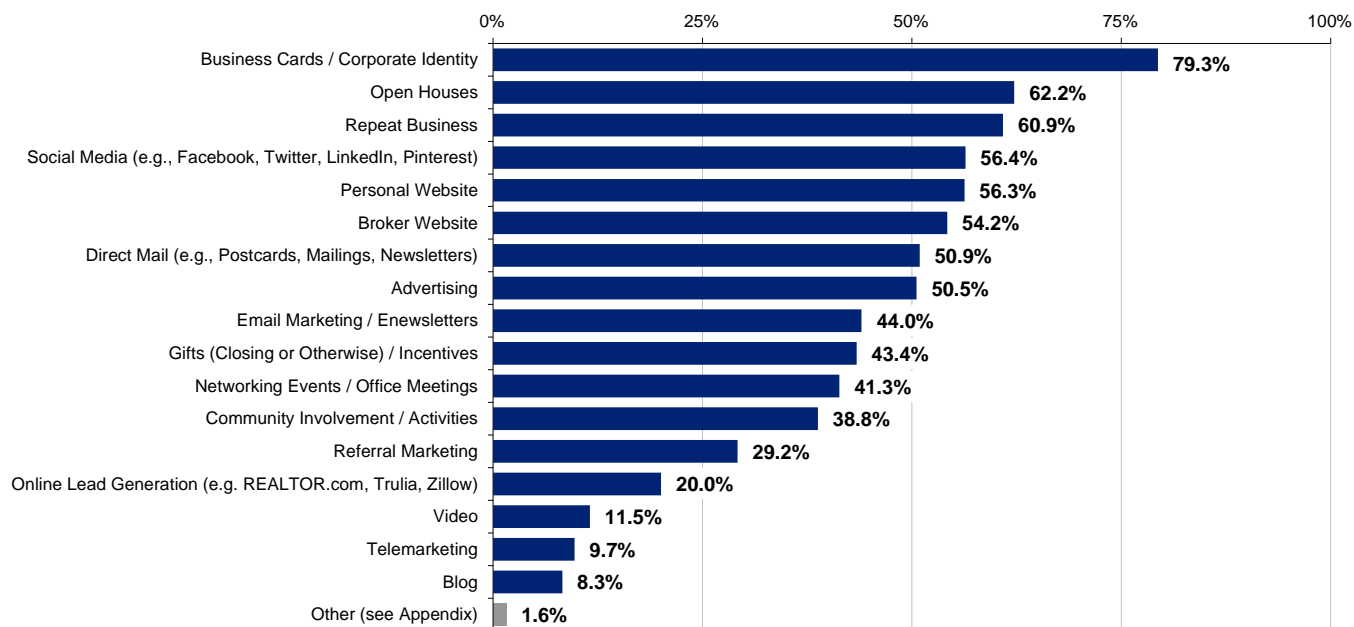
Question:

Which promotional marketing tools do you use?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (712).

	Persons	Percent
Business Cards / Corporate Identity	653	79.3%
Open Houses	512	62.2%
Repeat Business	501	60.9%
Social Media (e.g., Facebook, Twitter, LinkedIn, Pinterest)	464	56.4%
Personal Website	463	56.3%
Broker Website	446	54.2%
Direct Mail (e.g., Postcards, Mailings, Newsletters)	419	50.9%
Advertising	416	50.5%
Email Marketing / Enewsletters	362	44.0%
Gifts (Closing or Otherwise) / Incentives	357	43.4%
Networking Events / Office Meetings	340	41.3%
Community Involvement / Activities	319	38.8%
Referral Marketing	240	29.2%
Online Lead Generation (e.g. REALTOR.com, Trulia, Zillow)	165	20.0%
Video	95	11.5%
Telemarketing	80	9.7%
Blog	68	8.3%
Other (see Appendix)	13	1.6%



Annual Marketing Spending

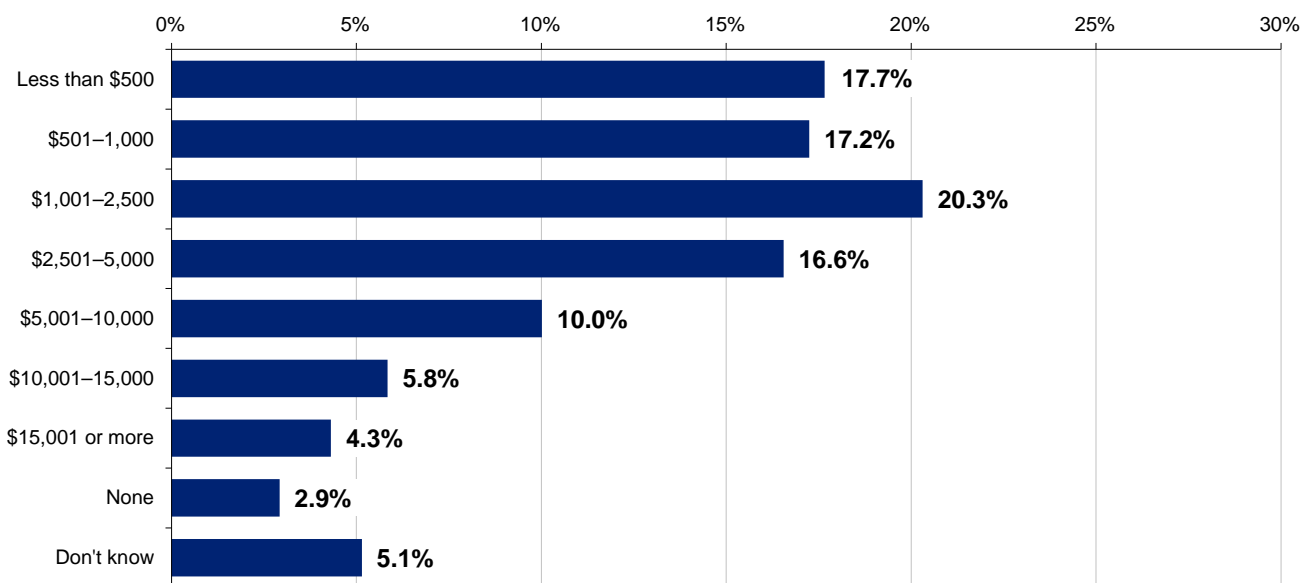
Question:

How much do you spend on marketing each year?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (719)

	Persons	Percent
Less than \$500	127	17.7%
\$501–1,000	124	17.2%
\$1,001–2,500	146	20.3%
\$2,501–5,000	119	16.6%
\$5,001–10,000	72	10.0%
\$10,001–15,000	42	5.8%
\$15,001 or more	31	4.3%
None	21	2.9%
Don't know	37	5.1%
Total Respondents	719	100.0%



Median Range*: **\$501–\$1,000**

*Excludes "None" and "Don't Know"

Use of MAAR Website

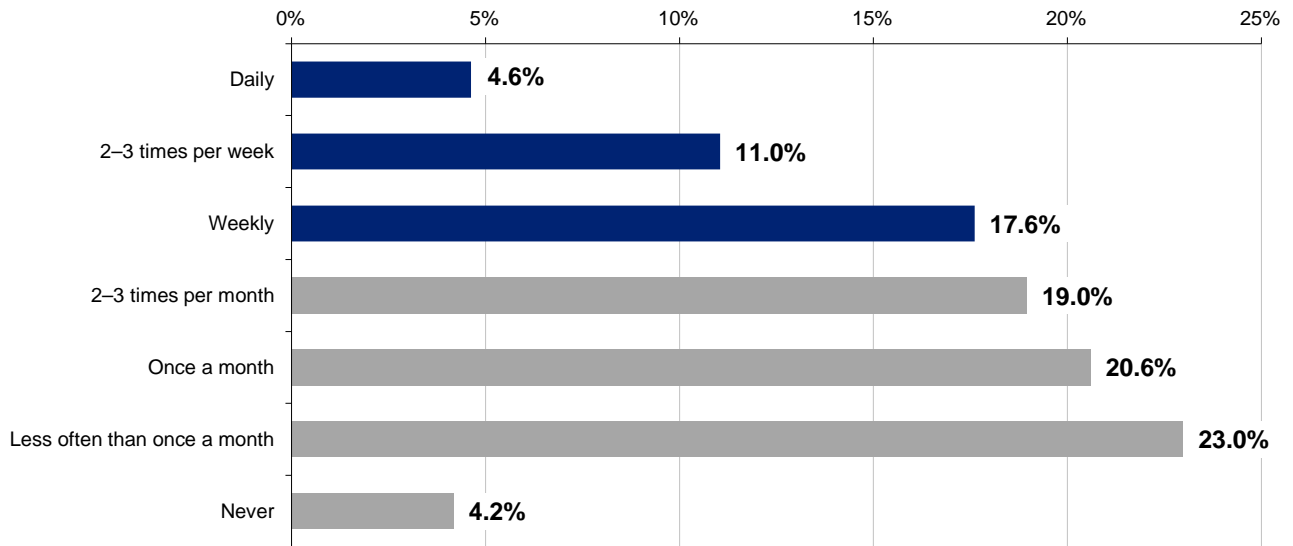
Question:

How often do you visit www.mplsrealtor.com, the MAAR website?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (670).

	Persons	Percent
Daily	31	4.6%
2–3 times per week	74	11.0%
Weekly	118	17.6%
2–3 times per month	127	19.0%
Once a month	138	20.6%
Less often than once a month	154	23.0%
Never	28	4.2%
Total	670	100%



33.3% of membership* uses the website on a weekly basis.

* Surveyed Members

Value of Statistical Reports and Summaries Produced by MAAR

Question:

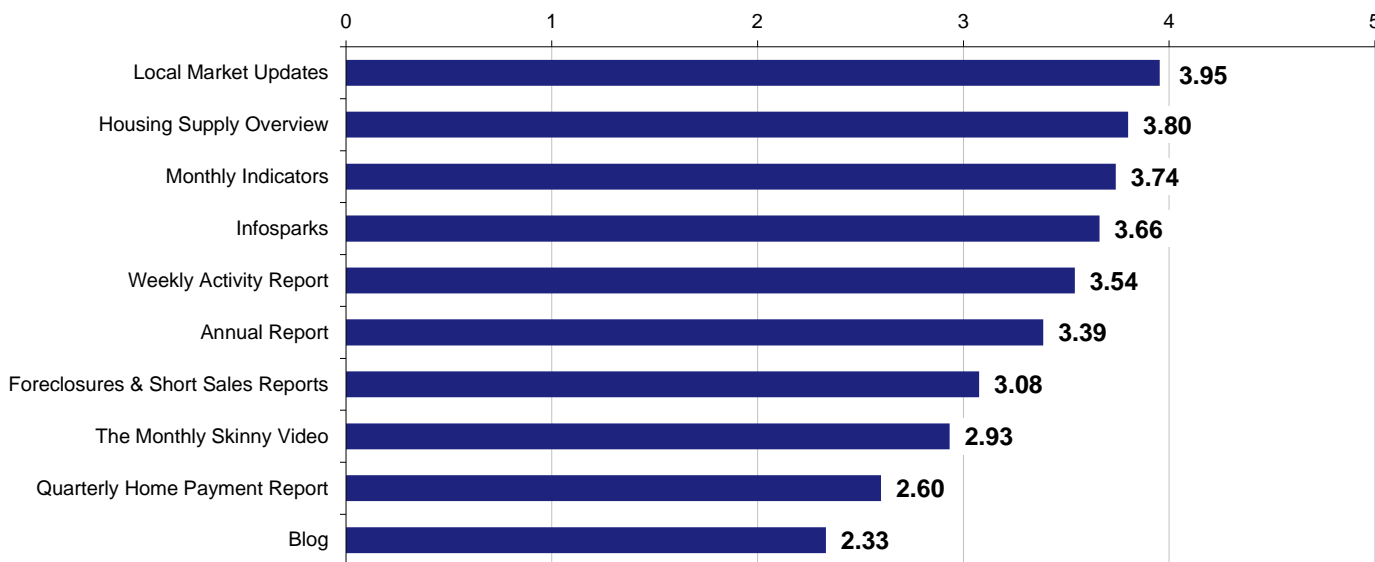
MAAR produces a variety of statistical reports and summaries in multiple formats. Please indicate how valuable you find each of the following on a scale of 1 to 5, where 1 means "Not at All Valuable" and 5 means "Extremely Valuable."

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents (667), and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- | | | | |
|---|-----------------------------------|----|-------------------------------|
| 1 | Weekly Activity Report | 6 | Annual Report |
| 2 | Local Market Updates | 7 | Blog |
| 3 | Monthly Indicators | 8 | The Monthly Skinny Video |
| 4 | Housing Supply Overview | 9 | Infosparks |
| 5 | Foreclosures & Short Sales Report | 10 | Quarterly Home Payment Report |

Code	Persons	Score	Not at All Valuable			Extremely Valuable		No Answer N/A
			1	2	3	4	5	
2	663	3.95	1.4%	5.4%	7.8%	44.5%	36.4%	4.5%
4	664	3.80	1.2%	5.6%	10.7%	46.8%	29.7%	6.0%
3	661	3.74	1.2%	4.5%	12.3%	48.1%	26.9%	7.0%
9	661	3.66	1.5%	3.6%	17.1%	29.8%	37.4%	10.6%
1	665	3.54	2.0%	6.8%	13.5%	43.3%	25.0%	9.5%
6	659	3.39	1.2%	6.5%	20.6%	38.5%	21.7%	11.4%
5	662	3.08	2.4%	8.6%	28.7%	32.9%	14.1%	13.3%
8	658	2.93	3.0%	4.3%	25.5%	30.4%	16.7%	20.1%
10	655	2.60	2.9%	5.7%	32.5%	25.8%	9.0%	24.1%
7	653	2.33	6.9%	7.5%	40.0%	17.3%	4.4%	23.9%



Interaction with MAAR on Facebook and Twitter

Questions:

Which of MAAR's Facebook pages do you interact with?

Do you read tweets by or interact in any way with MAAR (@mplsrealtors) on Twitter?

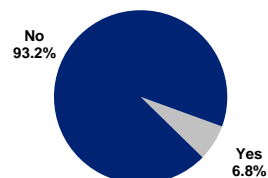
Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (368).

This was a multiple-response question. Percentages are based upon all respondents (651).

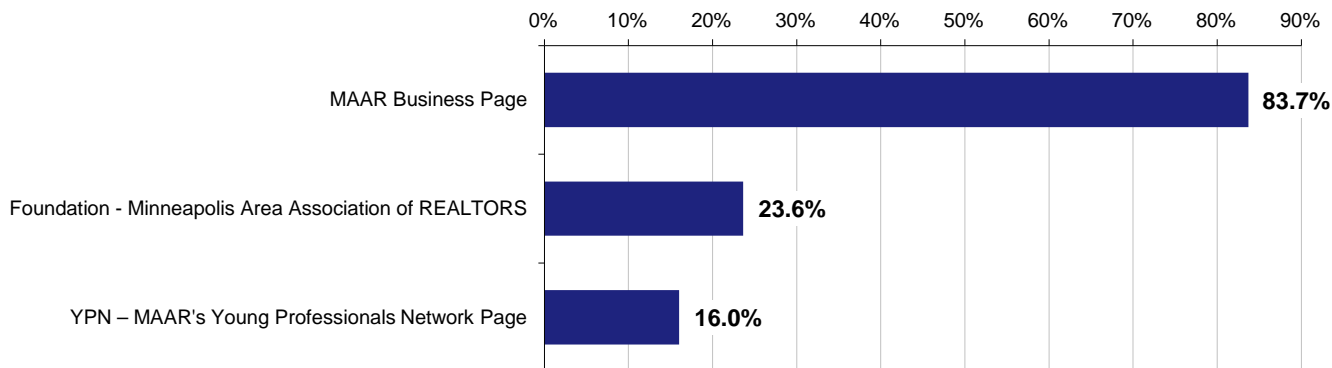
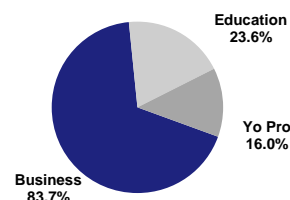
Twitter

	Persons	Percent
Yes	44	6.8%
No	607	93.2%
Total	651	100.0%



Facebook

	Persons	Percent
MAAR Business Page	308	83.7%
Foundation - Minneapolis Area Association of REALTORS	87	23.6%
YPN – MAAR's Young Professionals Network Page	59	16.0%
Total	368	100.0%



Technology Used by Members

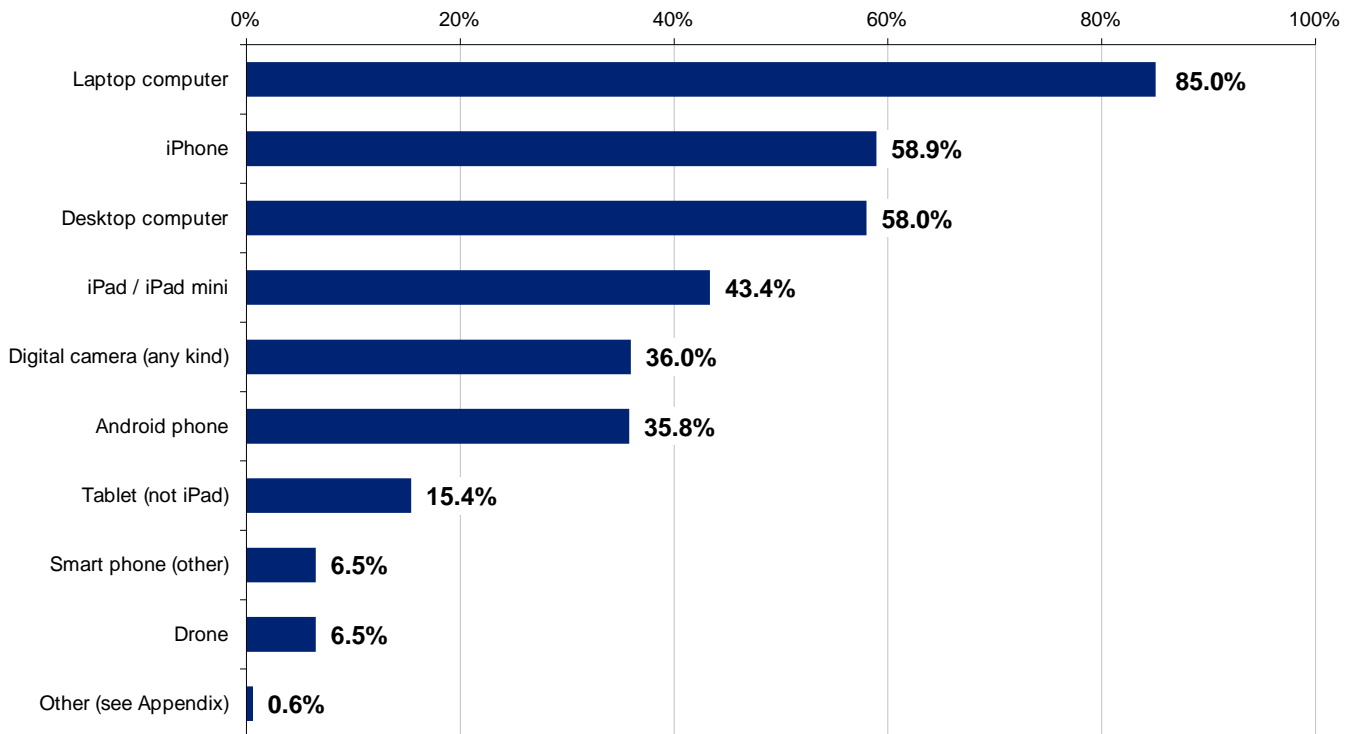
Question:

Which type of technology devices do you regularly use?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (662).

	Persons	Percent
Laptop computer	563	85.0%
iPhone	390	58.9%
Desktop computer	384	58.0%
iPad / iPad mini	287	43.4%
Digital camera (any kind)	238	36.0%
Android phone	237	35.8%
Tablet (not iPad)	102	15.4%
Smart phone (other)	43	6.5%
Drone	43	6.5%
Other (see Appendix)	4	0.6%
Total	662	100.0%



Use of Mobile Apps

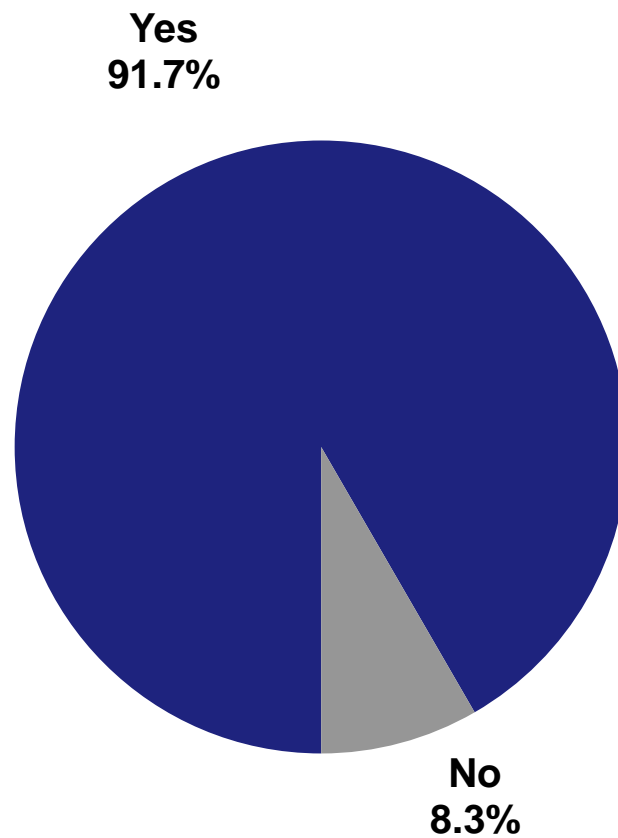
Question:

Do you use mobile apps?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (659).

	Persons	Percent
Yes	604	91.7%
No	55	8.3%
Total	659	100.0%



Top Real Estate Apps Used

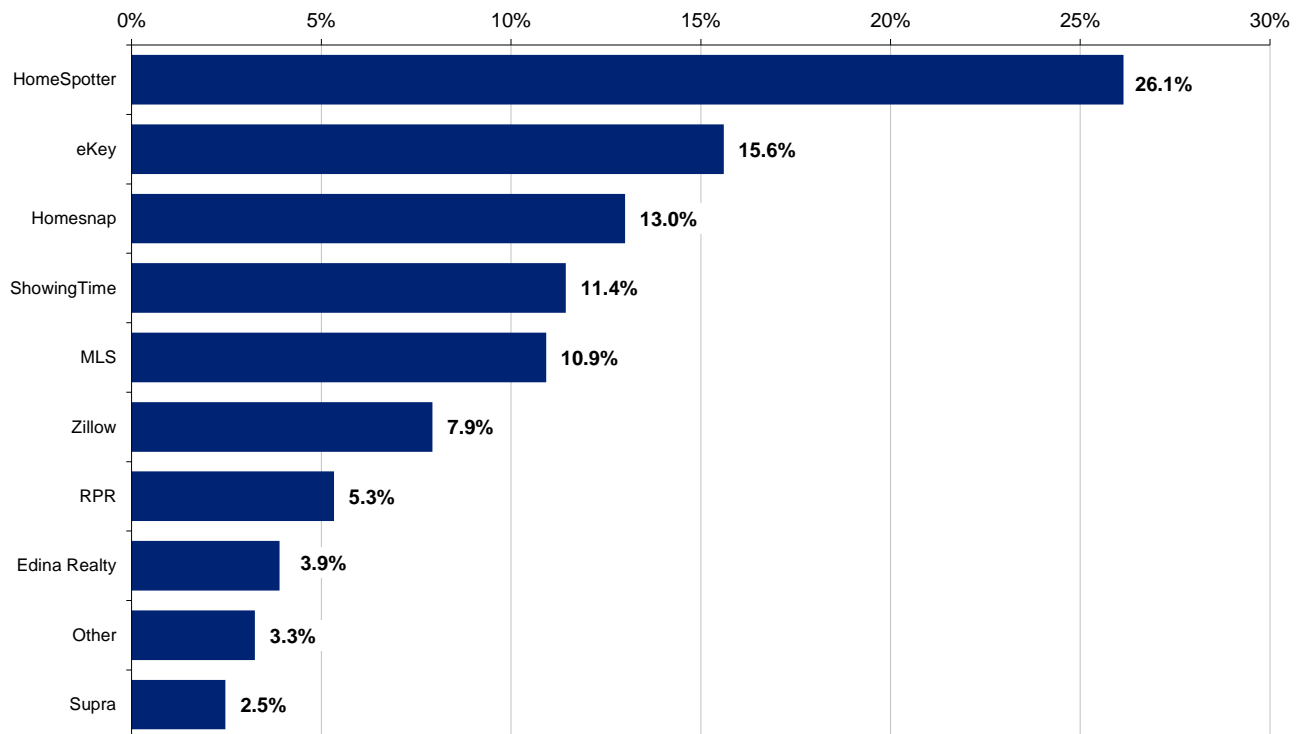
Question:

What top 10 real estate apps do you use?

Methodology:

Multiple responses were allowed. Percentages are based upon average of all respondents (256).

Top 10 Apps	Avg. # of Responses	Percent
HomeSpotter	67	26.1%
eKey	40	15.6%
Homesnap	33	13.0%
ShowingTime	29	11.4%
MLS	28	10.9%
Zillow	20	7.9%
RPR	14	5.3%
Edina Realty	10	3.9%
Other	8	3.3%
Supra	6	2.5%
Total	256	100.0%



Websites or Apps That Members Have a Profile On

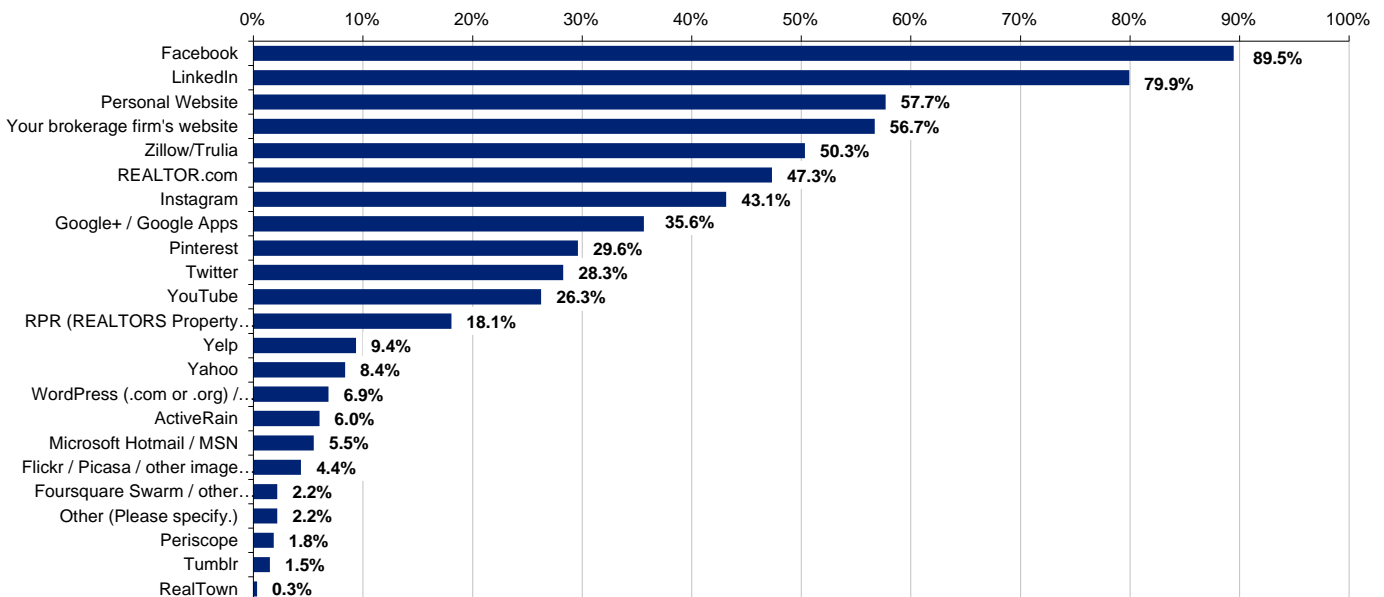
Question:

Please select all of the websites (or apps) that you have a profile on.

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (598).

	Persons	Percent
Facebook	535	89.5%
LinkedIn	478	79.9%
Personal Website	345	57.7%
Your brokerage firm's website	339	56.7%
Zillow/Trulia	301	50.3%
REALTOR.com	283	47.3%
Instagram	258	43.1%
Google+ / Google Apps	213	35.6%
Pinterest	177	29.6%
Twitter	169	28.3%
YouTube	157	26.3%
RPR (REALTORS Property Resource)	108	18.1%
Yelp	56	9.4%
Yahoo	50	8.4%
WordPress (.com or .org) / Typepad / Blogger	41	6.9%
ActiveRain	36	6.0%
Microsoft Hotmail / MSN	33	5.5%
Flickr / Picasa / other image management tool	26	4.4%
Foursquare Swarm / other location-based tool	13	2.2%
Other (Please specify.)	13	2.2%
Periscope	11	1.8%
Tumblr	9	1.5%
RealTown	2	0.3%



Where Members Learn About Real Estate Technology

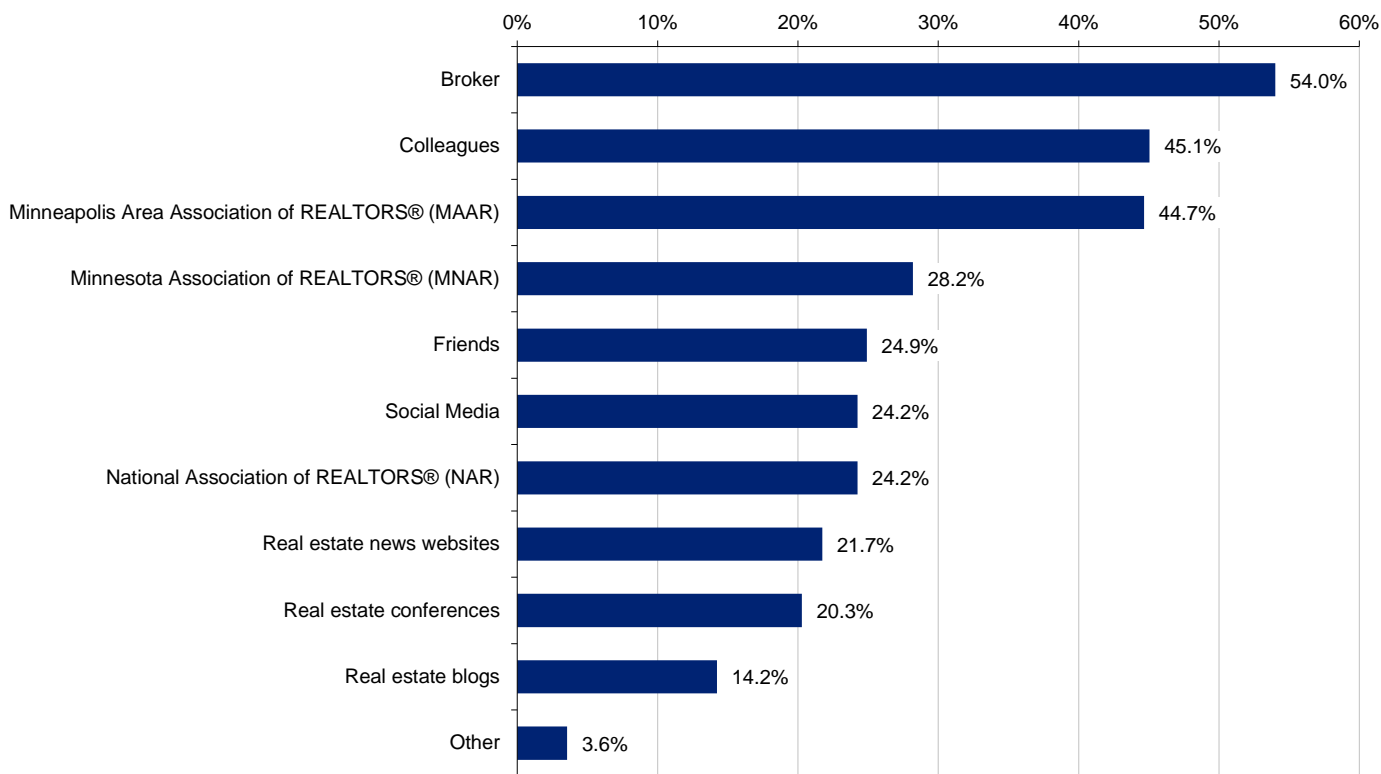
Question:

Where do you learn about new technology for real estate?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (615).

	Persons	Percent
Broker	410	54.0%
Colleagues	342	45.1%
Minneapolis Area Association of REALTORS® (MAAR)	339	44.7%
Minnesota Association of REALTORS® (MNAR)	214	28.2%
Friends	189	24.9%
Social Media	184	24.2%
National Association of REALTORS® (NAR)	184	24.2%
Real estate news websites	165	21.7%
Real estate conferences	154	20.3%
Real estate blogs	108	14.2%
Other	27	3.6%



Annual Technology Spending for Business

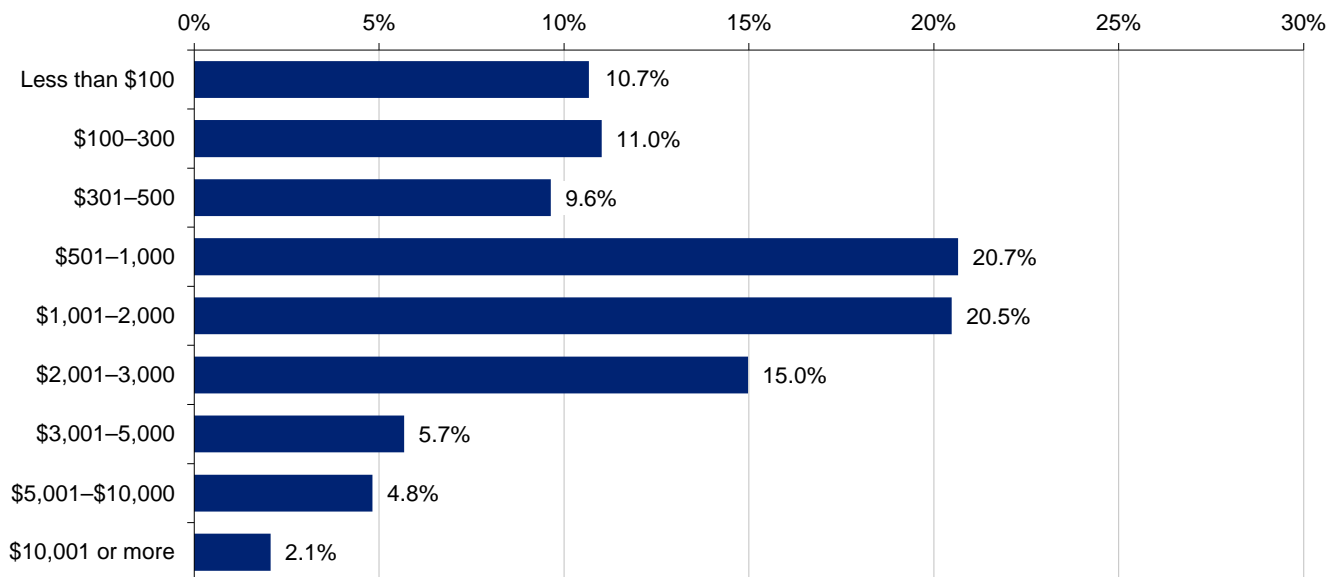
Question:

How much do you spend on technology each year?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (619).

	Persons	Percent	Percent of All
Less than \$100	62	10.7%	10.0%
\$100–300	64	11.0%	10.3%
\$301–500	56	9.6%	9.0%
\$501–1,000	120	20.7%	19.4%
\$1,001–2,000	119	20.5%	19.2%
\$2,001–3,000	87	15.0%	14.1%
\$3,001–5,000	33	5.7%	5.3%
\$5,001–\$10,000	28	4.8%	4.5%
\$10,001 or more	12	2.1%	1.9%
Total for Measurement	581	100.0%	93.9%
None	11	N/A	1.8%
Don't know	27	N/A	4.4%
Total Respondents	619	N/A	100.0%



Median Range Among Those Who Spend: \$301–\$500

Primary Real Estate Business Focus

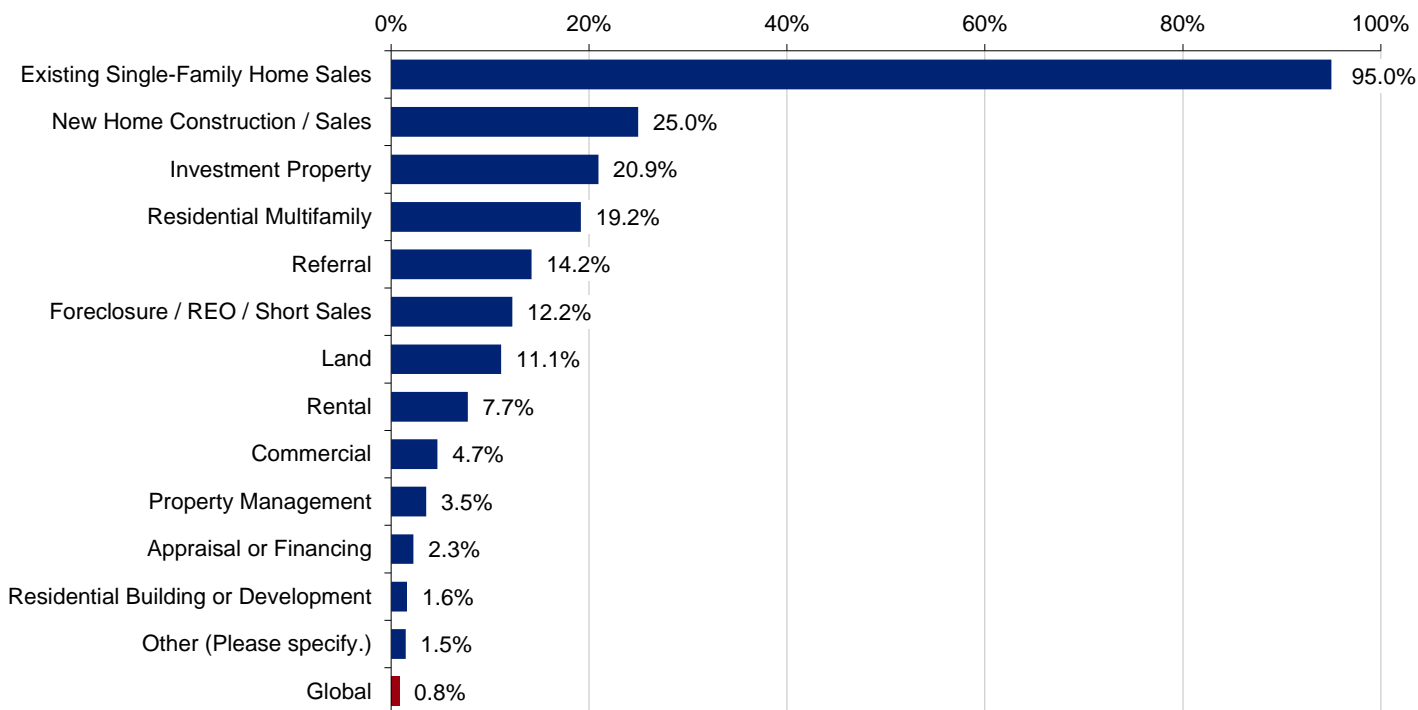
Question:

Which of the following best describes the primary focus of your work in real estate? You may choose more than one, but please try to limit your selections.

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (621).

	Persons	Percent
Existing Single-Family Home Sales	587	95.0%
New Home Construction / Sales	155	25.0%
Investment Property	130	20.9%
Residential Multifamily	119	19.2%
Referral	88	14.2%
Foreclosure / REO / Short Sales	76	12.2%
Land	69	11.1%
Rental	48	7.7%
Commercial	29	4.7%
Property Management	22	3.5%
Appraisal or Financing	14	2.3%
Residential Building or Development	10	1.6%
Other (Please specify.)	9	1.5%
Global	5	0.8%



Value of Global Programming

Question:

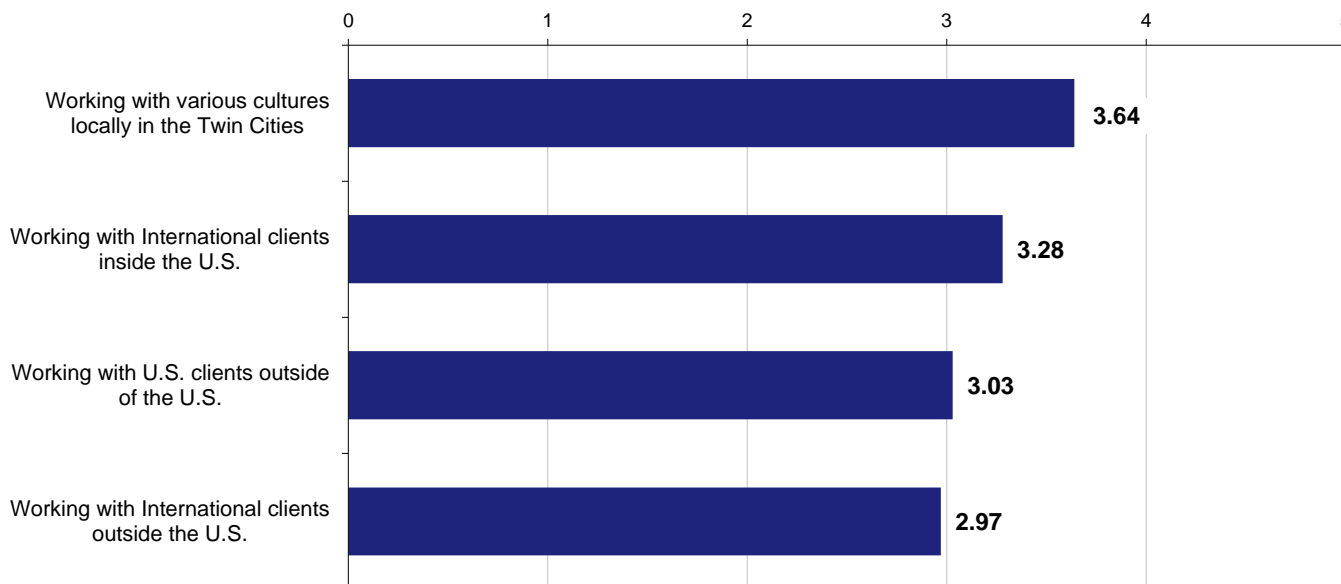
Regarding the global market, please rank the following activities by the amount of impact each has on your business from "Strong Positive" impact to "Strong Negative" impact.

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents (719), and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- 1 Working with various cultures locally in the Twin Cities
- 2 Working with U.S. clients outside of the U.S.
- 3 Working with International clients inside the U.S.
- 4 Working with International clients outside the U.S.

Code	Persons	Score	Strong Negative		Strong Positive			No Answer
			1	2	3	4	5	N/A
1	719	3.64	1.7%	2.1%	48.1%	26.6%	21.6%	0.0%
3	712	3.28	3.4%	2.4%	66.3%	19.1%	8.9%	0.0%
2	715	3.03	4.6%	3.8%	79.9%	7.7%	4.1%	0.0%
4	711	2.97	5.8%	3.8%	81.7%	5.2%	3.5%	0.0%



Value of Global Programming

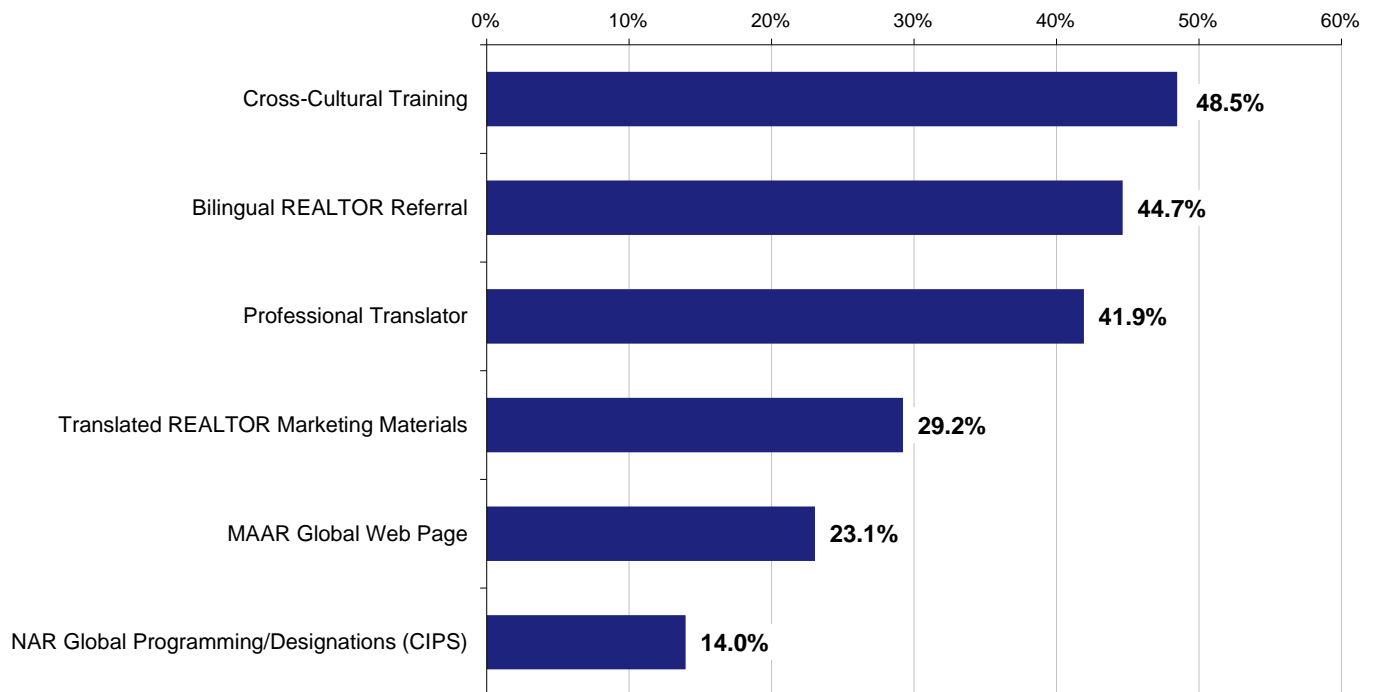
Question:

Thinking of global real estate, what tools would you find helpful with your global clients?

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents (551). Multiple responses were allowed.

	Persons	Percent
Cross-Cultural Training	267	48.5%
Bilingual REALTOR Referral	246	44.7%
Professional Translator	231	41.9%
Translated REALTOR Marketing Materials	161	29.2%
MAAR Global Web Page	127	23.1%
NAR Global Programming/Designations (CIPS)	77	14.0%



Member Support for MAAR Office Relocation

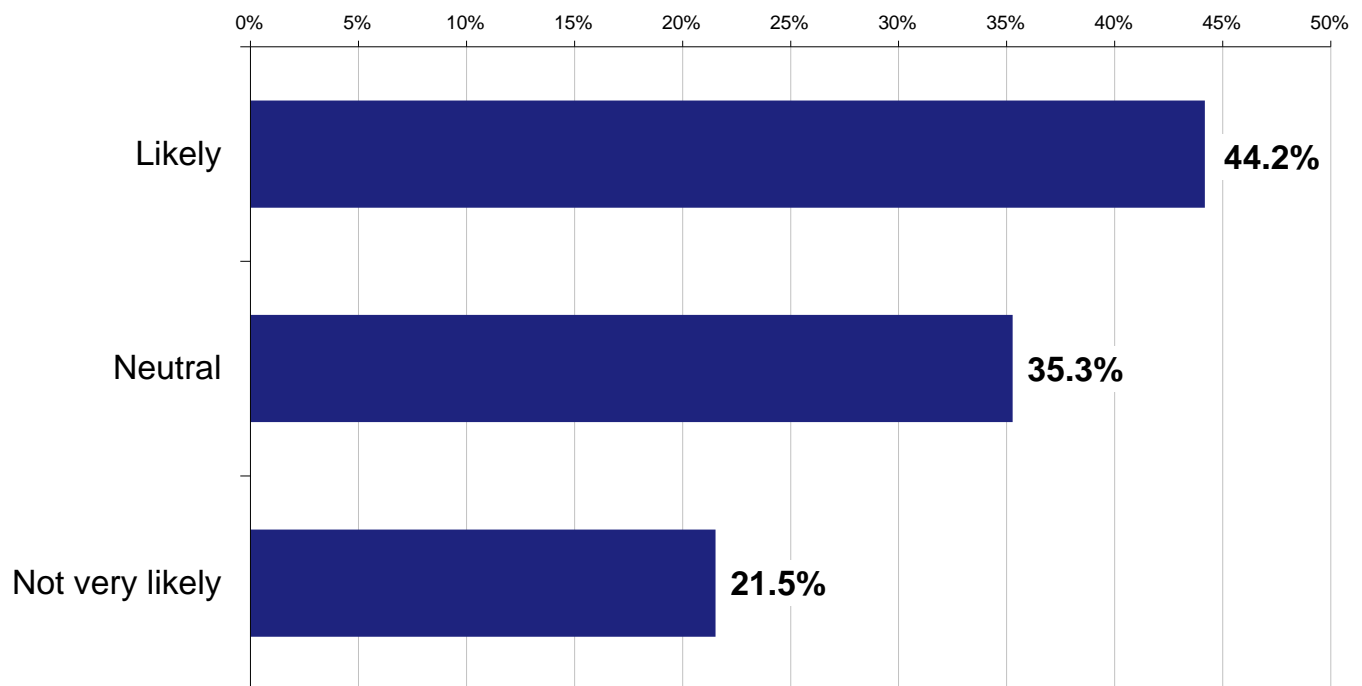
Question:

Thinking of our facility, how likely would you support a more centrally located office with additional classrooms, meeting space and member usage space?

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents (720).

	Persons	Percent
Likely	318	44.2%
Neutral	254	35.3%
Not very likely	155	21.5%



Member Support for MAAR Office Relocation – Downtown

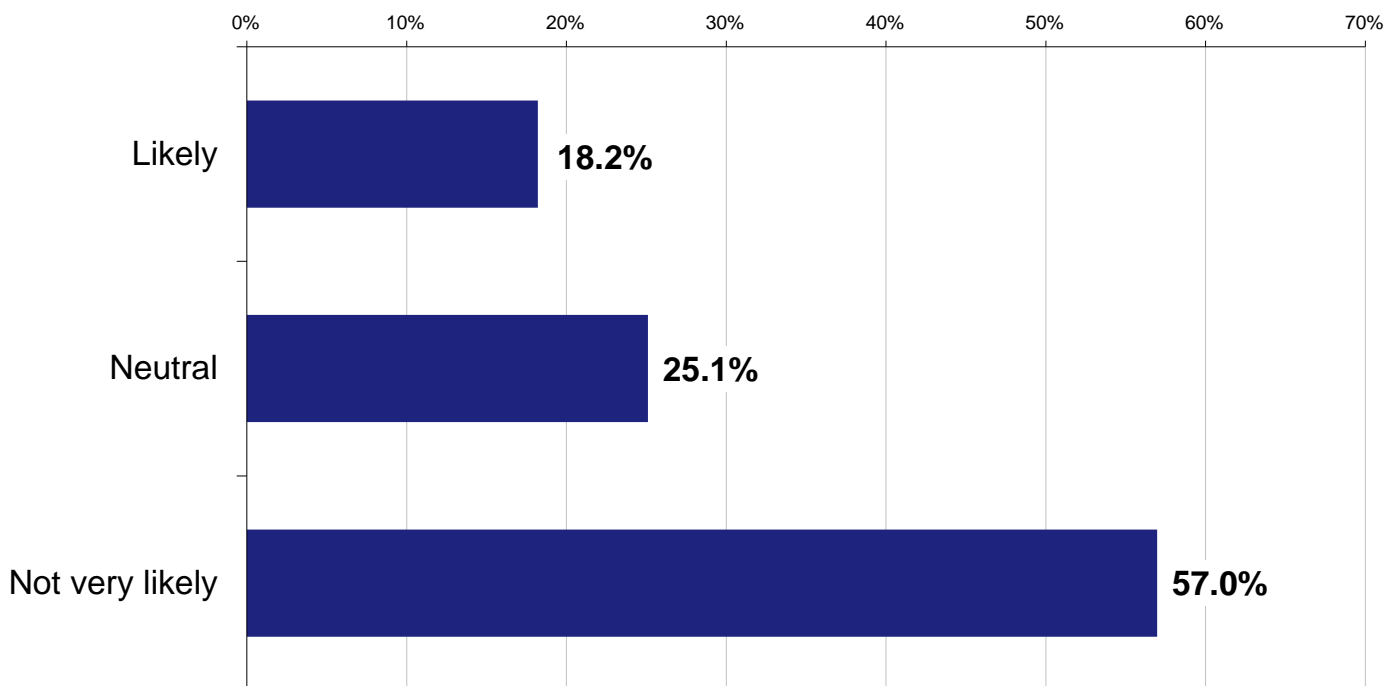
Question:

How likely would you support a satellite office in downtown Minneapolis?

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents (725).

	Persons	Percent
Likely	132	18.2%
Neutral	182	25.1%
Not very likely	413	57.0%



Member Support for New GREEN (LEED) Office Building

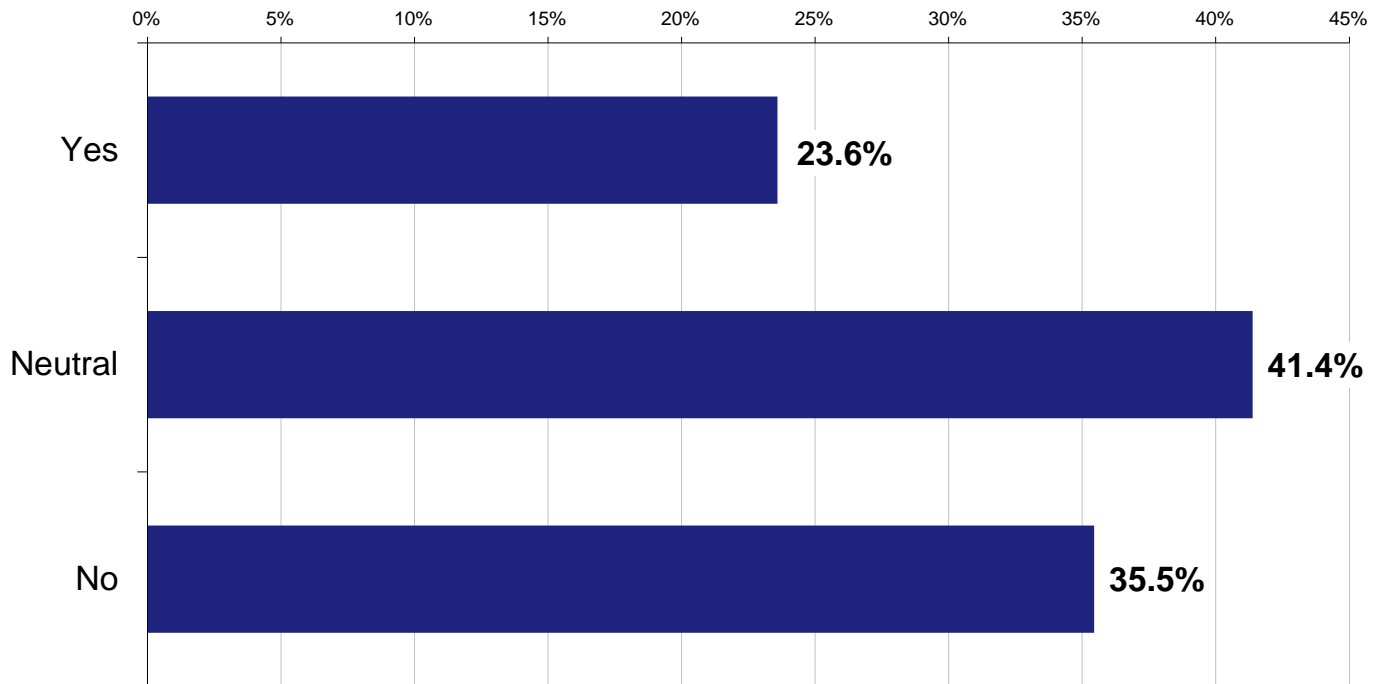
Question:

Should MAAR research building a GREEN (LEED) building with more classroom, meeting and member usage space

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents (725).

	Persons	Percent
Yes	171	23.6%
Neutral	300	41.4%
No	257	35.5%



Number of Years with Current Firm

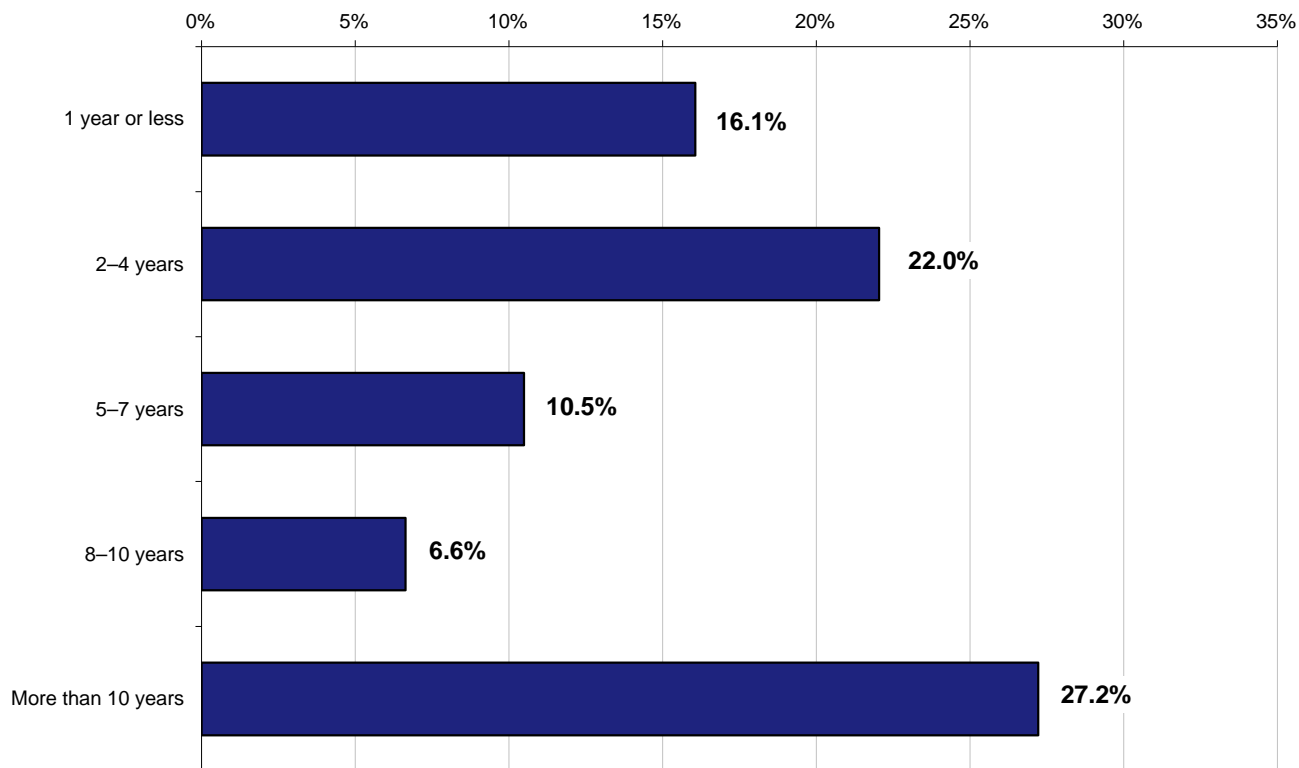
Question:

How many years have you been with your current firm?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (621).

	Persons	Percent
1 year or less	121	16.1%
2–4 years	166	22.0%
5–7 years	79	10.5%
8–10 years	50	6.6%
More than 10 years	205	27.2%
Total	621	82.5%



Most Common Range:

More Than 10 Years

Rating of MAAR Overall

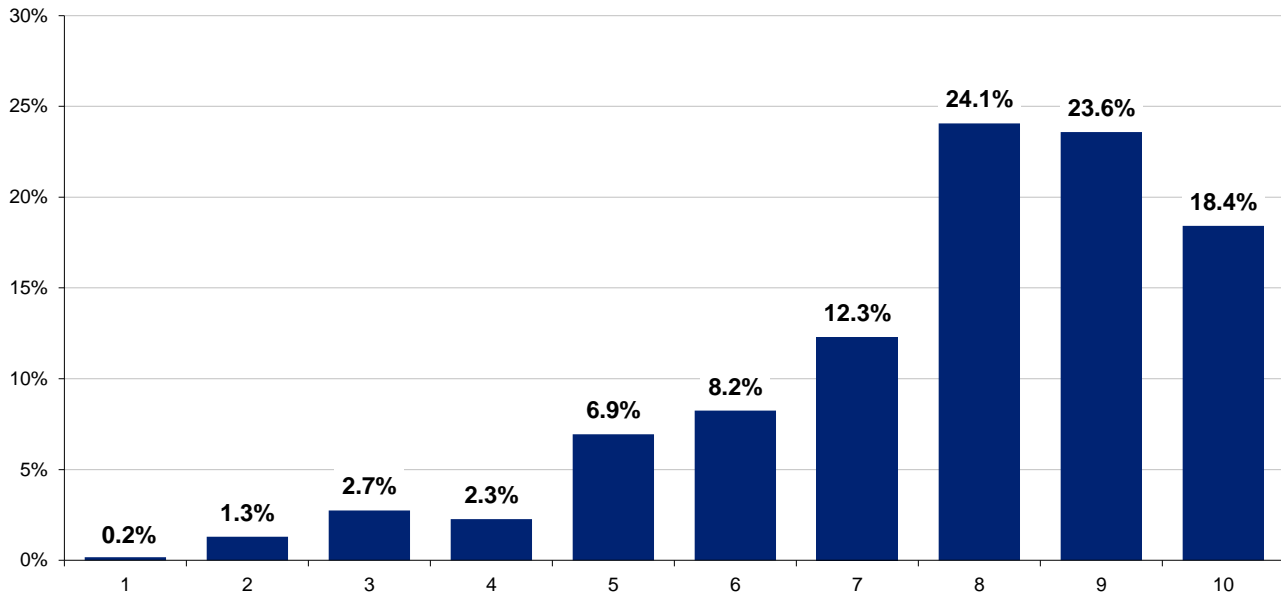
Question:

On a scale of 1 to 10, where 1 is very poor and 10 is outstanding, how would you rate your overall membership experience with MAAR?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (619).

Rating	Persons	Percent
1	1	0.2%
2	8	1.3%
3	17	2.7%
4	14	2.3%
5	43	6.9%
6	51	8.2%
7	76	12.3%
8	149	24.1%
9	146	23.6%
10	114	18.4%
Total	619	100.0%



Average Rating: 7.79

Number of Firms Worked For

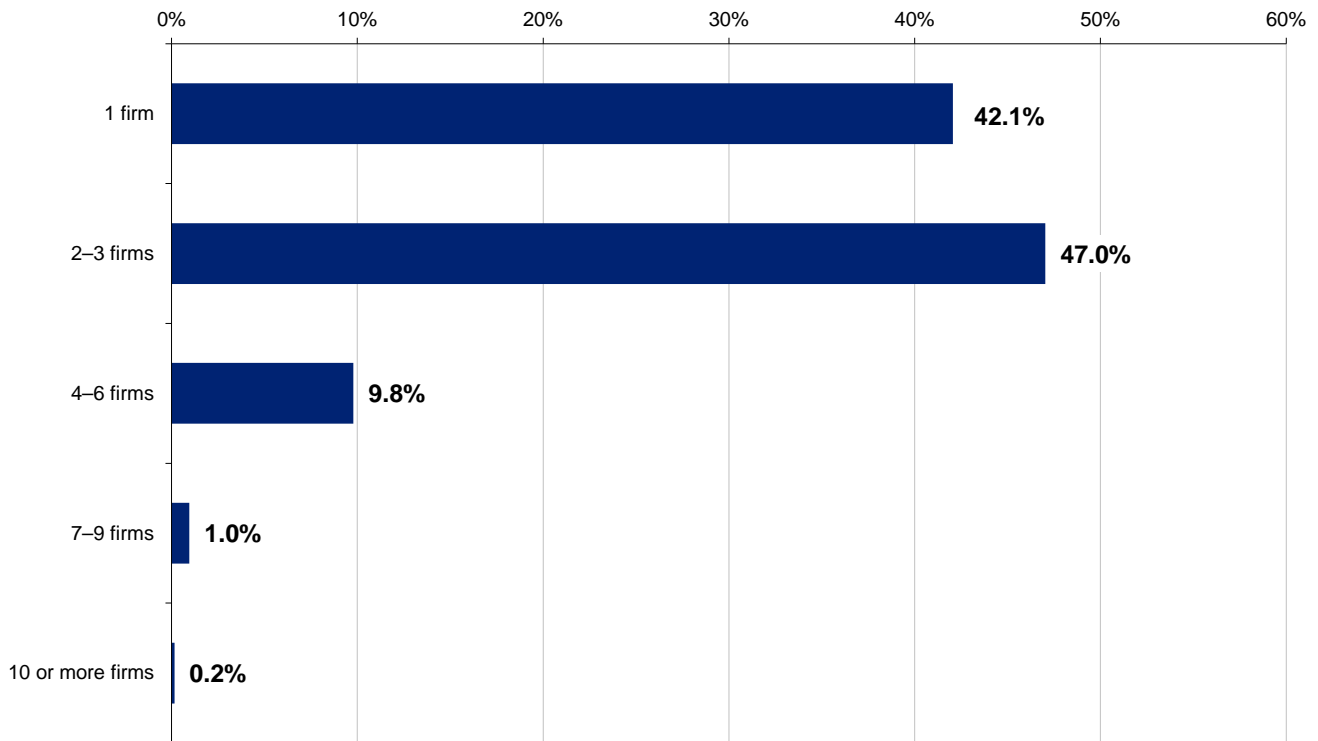
Question:

What is the total number of firms you have worked for, including your current firm?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (623).

	Persons	Percent
1 firm	262	42.1%
2-3 firms	293	47.0%
4-6 firms	61	9.8%
7-9 firms	6	1.0%
10 or more firms	1	0.2%
Total	623	100.0%



Median Range:

4-6 Firms

Brokerage Size

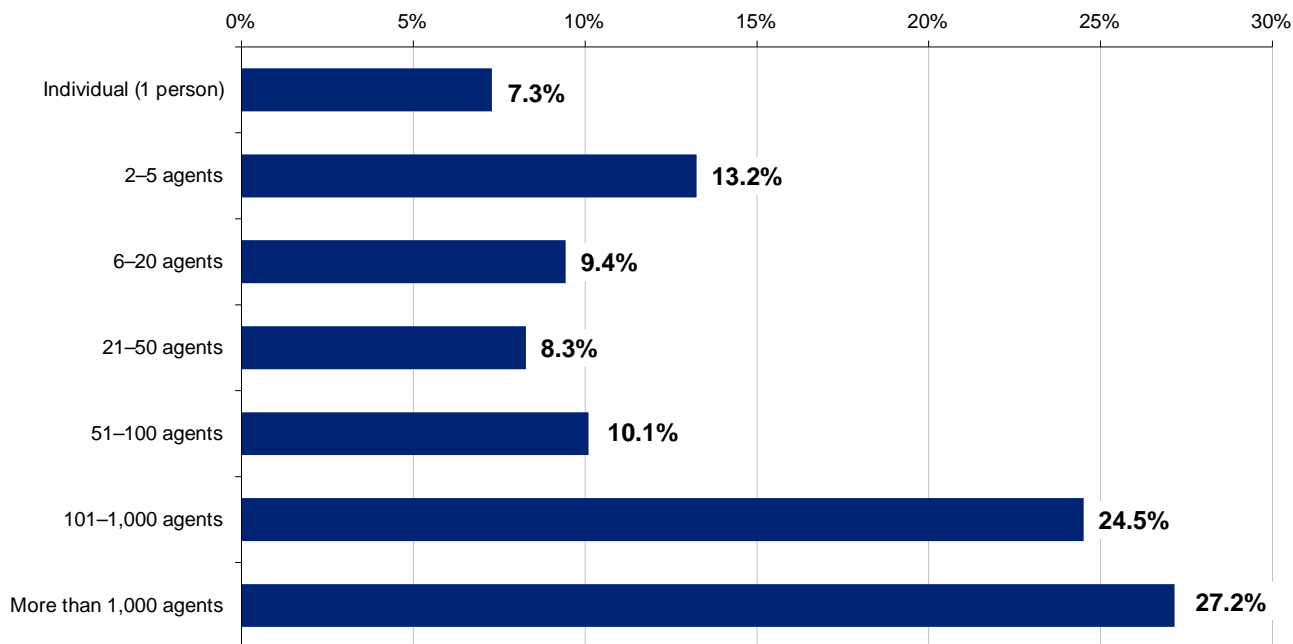
Question:

What is the size of your brokerage?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (619).

	Persons	Percent	Percent of All
Individual (1 person)	44	7.3%	7.1%
2–5 agents	80	13.2%	12.9%
6–20 agents	57	9.4%	9.2%
21–50 agents	50	8.3%	8.1%
51–100 agents	61	10.1%	9.9%
101–1,000 agents	148	24.5%	23.9%
More than 1,000 agents	164	27.2%	26.5%
Total for Measurement	604	100.0%	97.6%
Answer = "Does Not Apply"	15	N/A	2.4%
Total Respondents	619	N/A	100.0%



Median Range: 6–20 Agents

Real Estate as Primary Source of Income

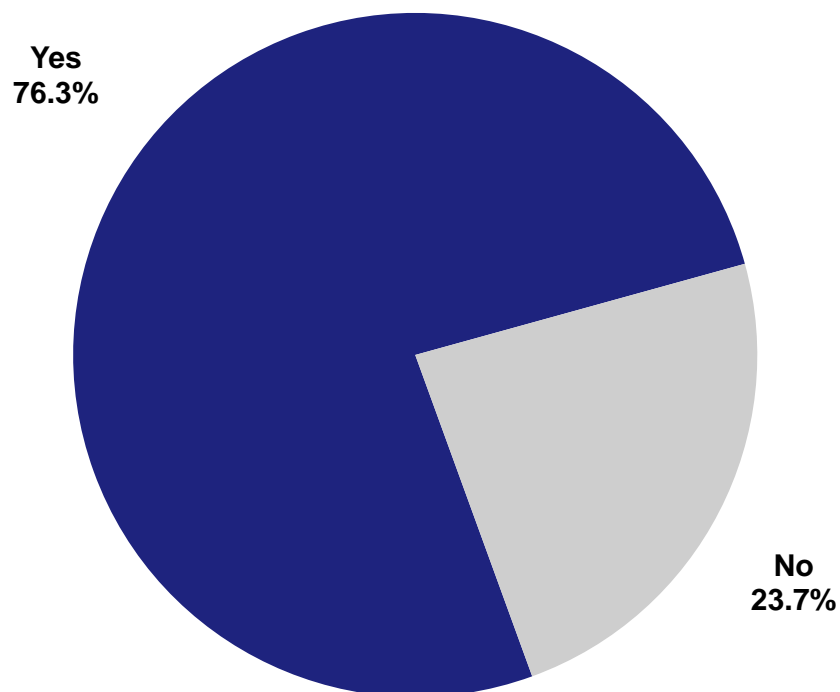
Question:

Is real estate the primary source of personal income?

Methodology:

Multiple responses were allowed.
Percentages are based upon all respondents (615).

	Persons	Percent
Yes	469	76.3%
No	146	23.7%
Total	615	100.0%



Years Worked in the Real Estate Industry

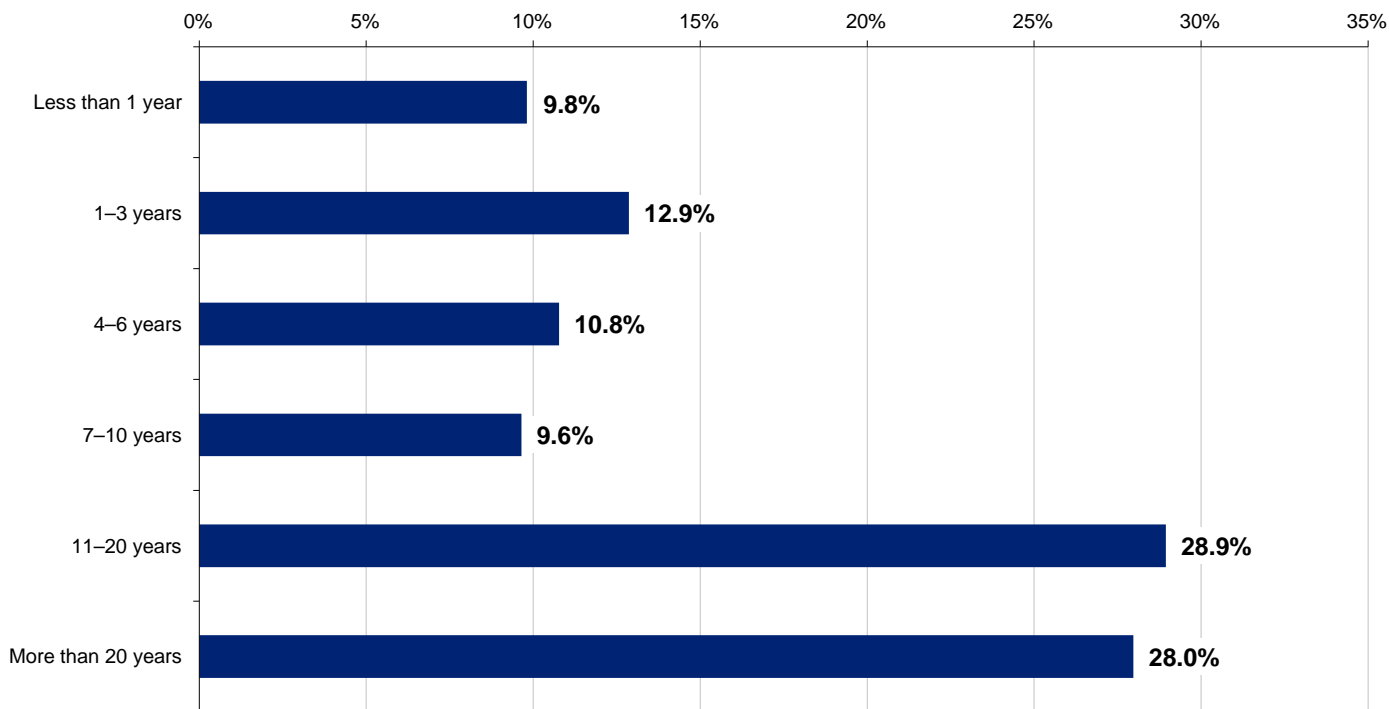
Question:

How many years have you worked in the real estate industry?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (622).

	Persons	Percent
Less than 1 year	61	9.8%
1–3 years	80	12.9%
4–6 years	67	10.8%
7–10 years	60	9.6%
11–20 years	180	28.9%
More than 20 years	174	28.0%
Total	622	100.0%



Most Common Range: 11–20 Years

Gender

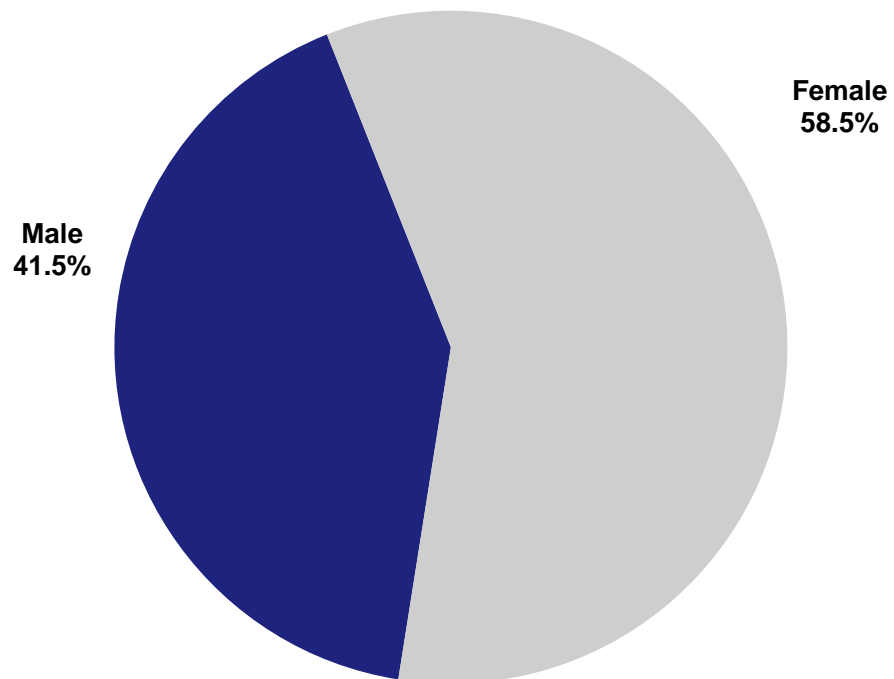
Question:

What is your gender?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (617).

	Persons	Percent
Male	256	41.5%
Female	361	58.5%
Total	617	100.0%



Hours Worked in Real Estate per Week

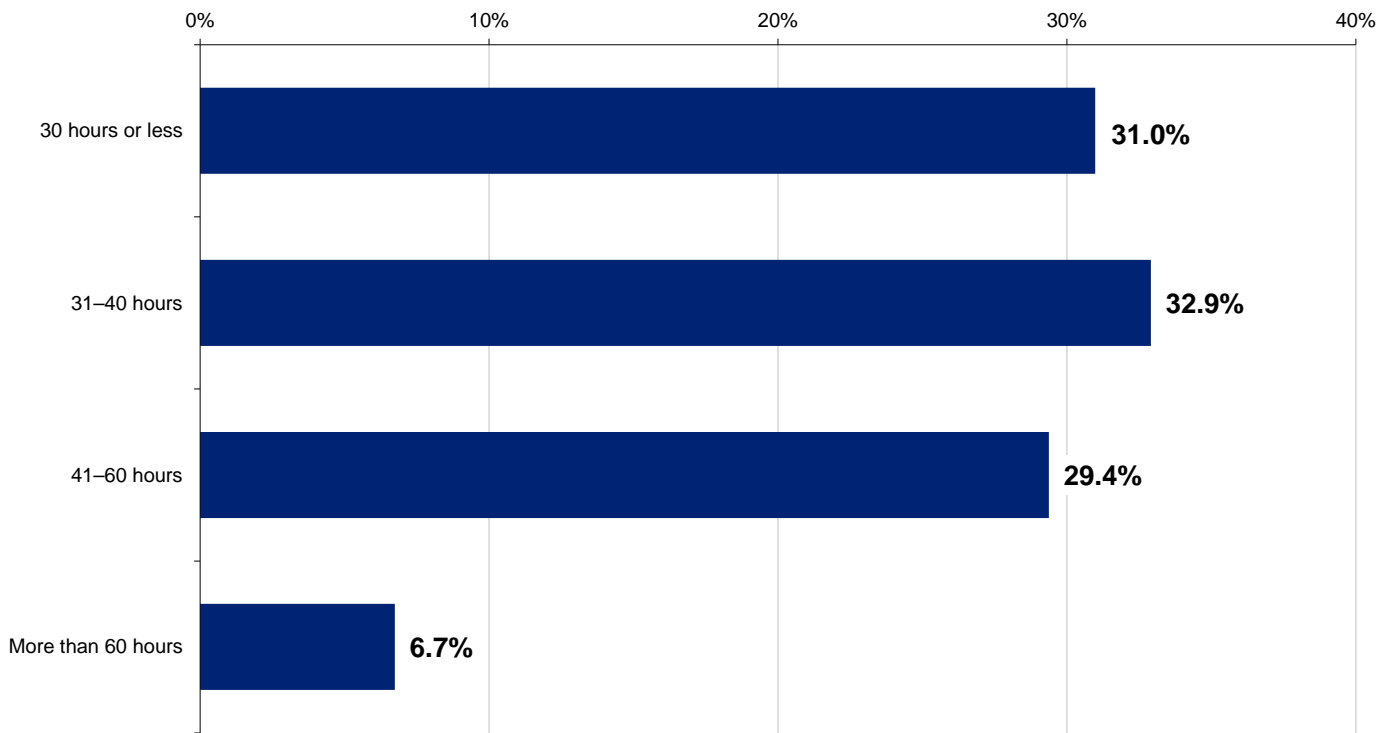
Question:

How many hours do you work in real estate each week, on average?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (623).

	Persons	Percent
30 hours or less	193	31.0%
31–40 hours	205	32.9%
41–60 hours	183	29.4%
More than 60 hours	42	6.7%
Total	623	100.0%



Most Common Range: 31 - 40 Hours

Age

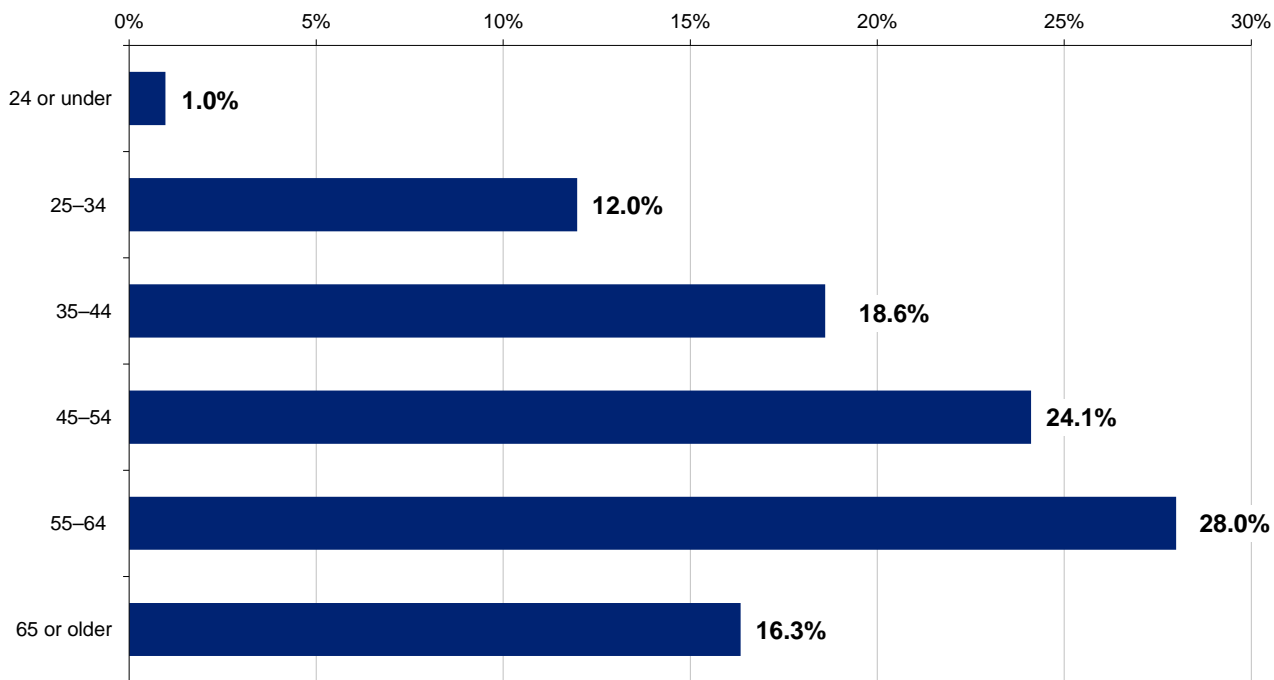
Question:

What is your age?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (618).

	Persons	Percent
24 or under	6	1.0%
25–34	74	12.0%
35–44	115	18.6%
45–54	149	24.1%
55–64	173	28.0%
65 or older	101	16.3%
Total	618	100.0%



Most Common Range: 55–64

Education of MAAR Members

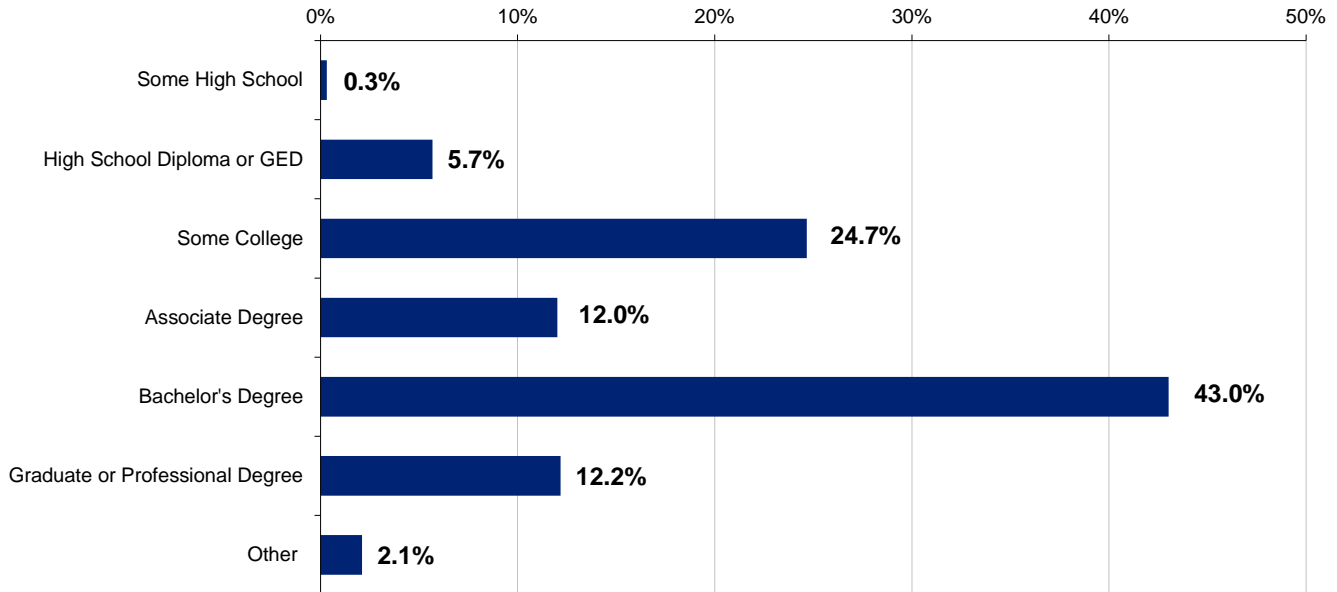
Question:

What is the highest level of education you've completed?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (616).

	Persons	Percent
Some High School	2	0.3%
High School Diploma or GED	35	5.7%
Some College	152	24.7%
Associate Degree	74	12.0%
Bachelor's Degree	265	43.0%
Graduate or Professional Degree	75	12.2%
Other	13	2.1%
Total	616	100.0%



Post-High School Education:	91.9%
College or Graduate Degree:	67.2%

Ethnic Background

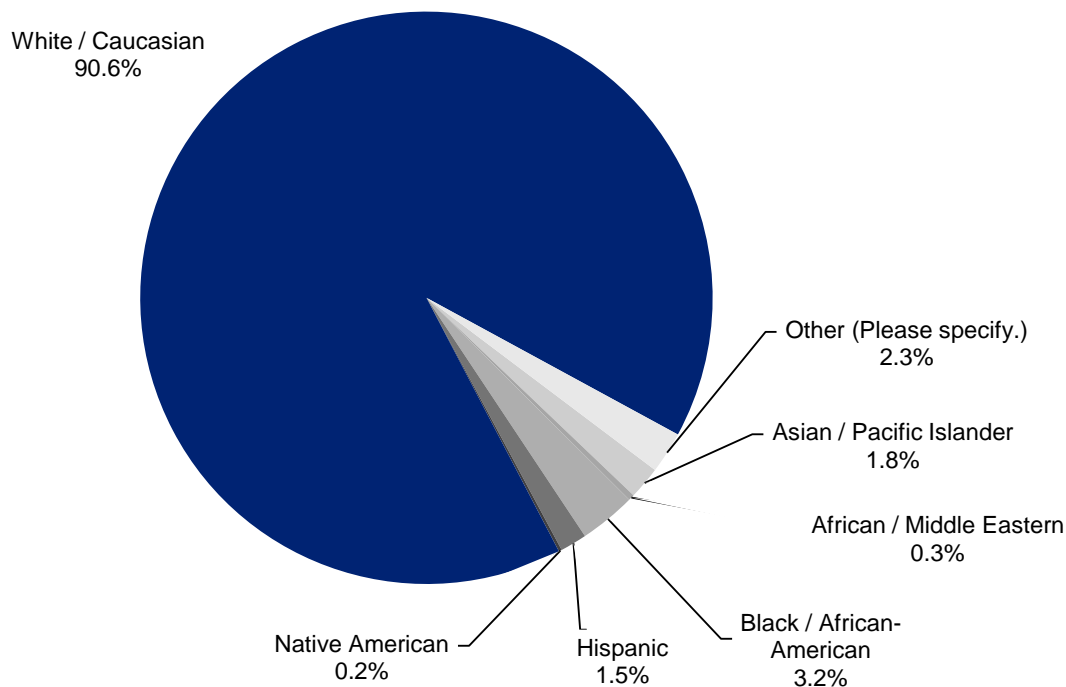
Question:

Which of the following best describes your ethnic background?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (596).

	Persons	Percent
White / Caucasian	540	90.6%
Non-Caucasian Backgrounds (not including "other")	60	10.1%
Black / African-American	19	3.2%
Hispanic	9	1.5%
Asian / Pacific Islander	11	1.8%
Native American	1	0.2%
African / Middle Eastern	2	0.3%
Other	14	14.0%
Total	596	100.0%



Annual Gross Income from Real Estate

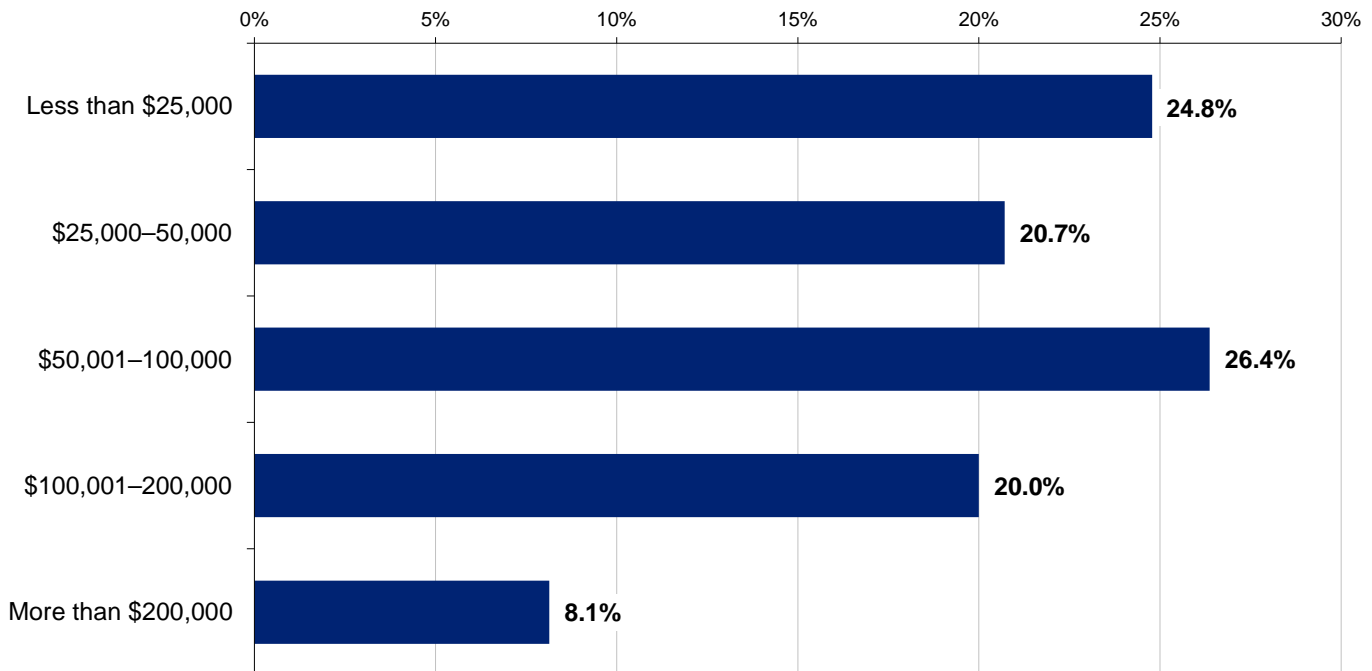
Question:

Which of the following best describes your annual gross personal real estate income for the past year?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (605).

	Persons	Percent	Percent of All
Less than \$25,000	140	24.8%	23.1%
\$25,000–50,000	117	20.7%	19.3%
\$50,001–100,000	149	26.4%	24.6%
\$100,001–200,000	113	20.0%	18.7%
More than \$200,000	46	8.1%	7.6%
Total for Measurement	565	100.0%	93.4%
Answer = "Not Applicable"	40	N/A	6.6%
Total Respondents	605	N/A	100.0%



Most Common Range: \$50,001–\$100,000

Annual Gross Personal Income

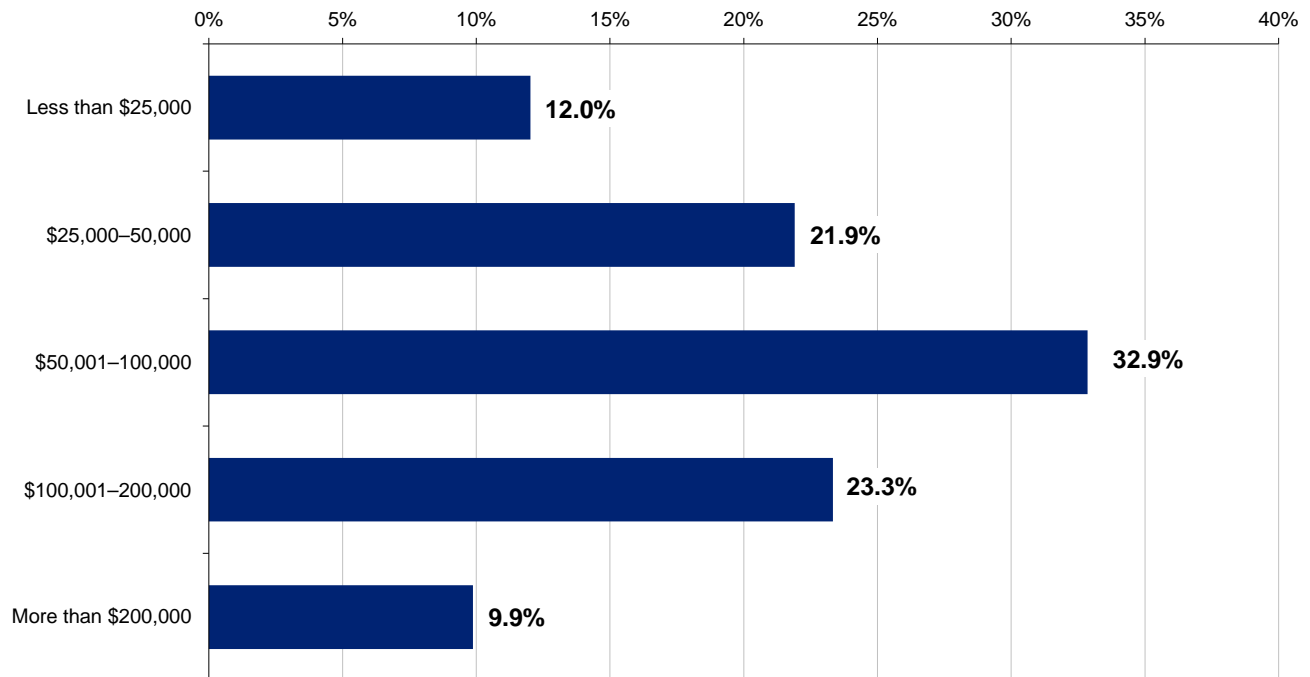
Question:

Which of the following best describes your annual gross personal income for the past year?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (608).

	Persons	Percent	Percent of All
Less than \$25,000	67	12.0%	11.0%
\$25,000–50,000	122	21.9%	20.1%
\$50,001–100,000	183	32.9%	30.1%
\$100,001–200,000	130	23.3%	21.4%
More than \$200,000	55	9.9%	9.0%
Total for Measurement	557	100.0%	91.6%
Answer = "Not Applicable"	51	N/A	8.4%
Total Respondents	608	N/A	100.0%



Most Common Range: \$50,001 – \$100,000

Length of Time in Real Estate Industry

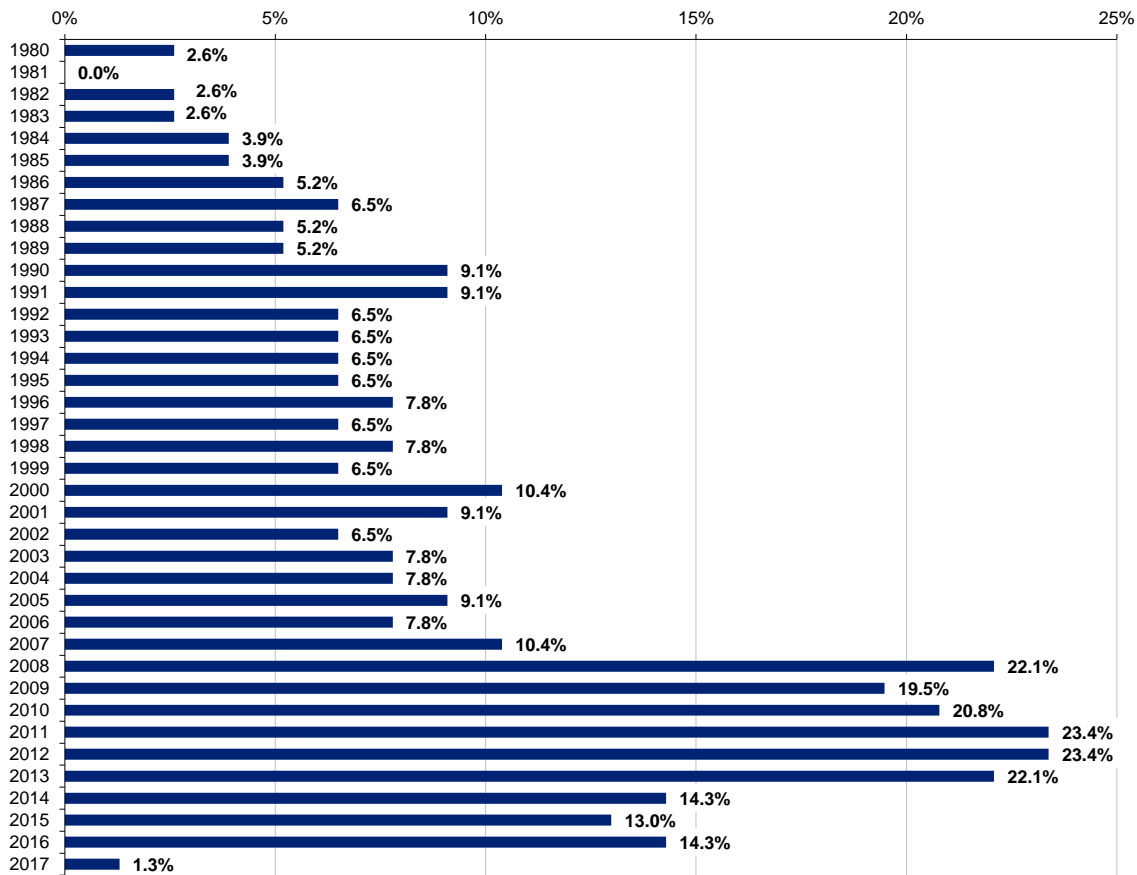
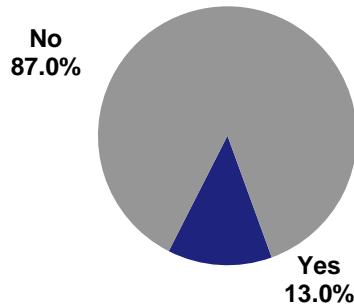
Question:

Did you ever leave the real estate industry and come back? If so, what years did you leave?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents 621.

	Persons	Percent
Yes	81	13.0%
No	540	87.0%
Total	621	100.0%



Most Common Years: 2011 and 2012