

RAYAC MEMBERSHIP SURVEY RESULTS

CONDUCTED AUGUST 2023

**165 RESPONDENTS WHICH
EQUATES TO A 13%
RESPONSE RATE**



RAYAC Membership Survey Key Summary Findings

A) Demographic and Business Information (Pages 4-9)

1. Of those who responded, 50% have been in the business for 10 plus years.
2. The vast majority of respondents have a real estate salespersons license and focused solely on residential real estate.
3. 24% of the respondents have done 0-5 residential transactions in the last 12 months.
4. 20% of respondents have a full-time or part-time job outside of real estate.
5. 95% of respondents are going to be in real estate the next 2 years.
6. 43% of respondents indicated their income from real estate was behind their 2022 income.
7. 72% of respondents do not have an assistant.
8. 59% of respondents volunteer in the with community and non-profit organizations.

B) RAYAC Board of Directors Election (Page 10)

9. While 72% of the respondents stated the current election process is working, there were 25 open remarks comments strongly against the current process and advocating for a more open and competitive election process.

C) RAYAC Membership Services and Support (Pages 11-13)

7. The top 5 ranked member services RAYAC provides are the following:
 - i) Municipal Database
 - ii) RAYAC Communications
 - iii) Market Statistics
 - iv) Real Estate School
 - v) HOA/COA Database
8. The RAYAC Staff received high marks with 99% of the respondents who were strongly agreed or agreed the service they receive is friendly, knowledgeable and responsive.
9. The overall satisfaction with the association was high with an overall 76% very satisfied, 20% satisfied but 4% were dissatisfied.

D) Future Focus Areas and Opportunity & Threats to the Industry (Page 14)

10. The survey respondents felt the top 3 items we should place a high level of importance on were: increasing professionalism, political advocacy and technology/software products.

11. Top opportunities and threats to the industry in the next 3 to 5 years that the association should be taking into consideration: The top comments were market conditions of low inventory and interest rates, tied with technology and business disruptions. Professionalism came in 3rd. In a previous membership survey conducted in 2021 professionalism was in the top spot. Also new this year were the number of remarks about changes to buyer agency commission and concerns about NAR lawsuits.

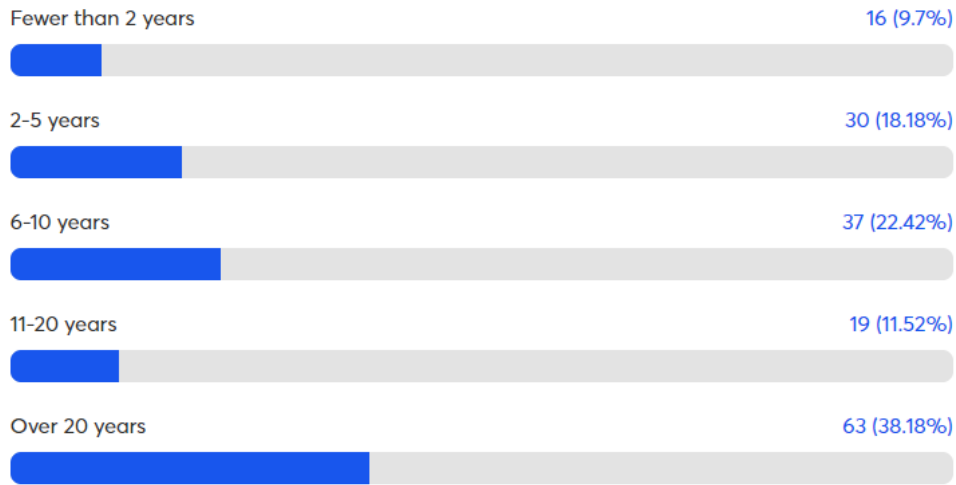
E) Suggestions For Improvement

12. The survey responses here were overwhelmingly positive, with 34 respondents giving praise to the association and keep up the good work. Additionally there were a few comments about improving the lockboxes and also some concerns with volunteer leadership.

A) Demographic and Business Information

1) How long have you been active in real estate?

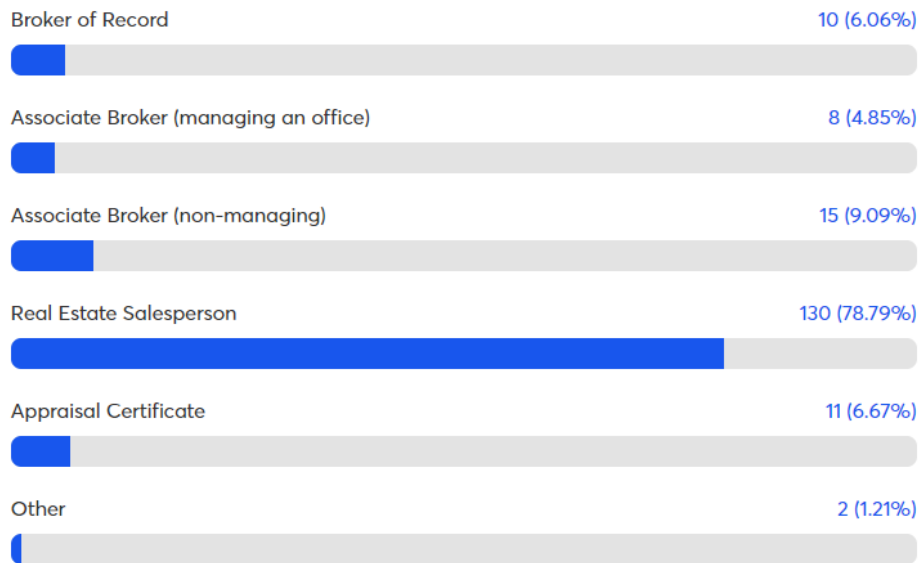
Showing the most recent responses to the question. [See all responses](#) here.



Total responses 165

2) What type of licenses do you possess (Check all that apply).

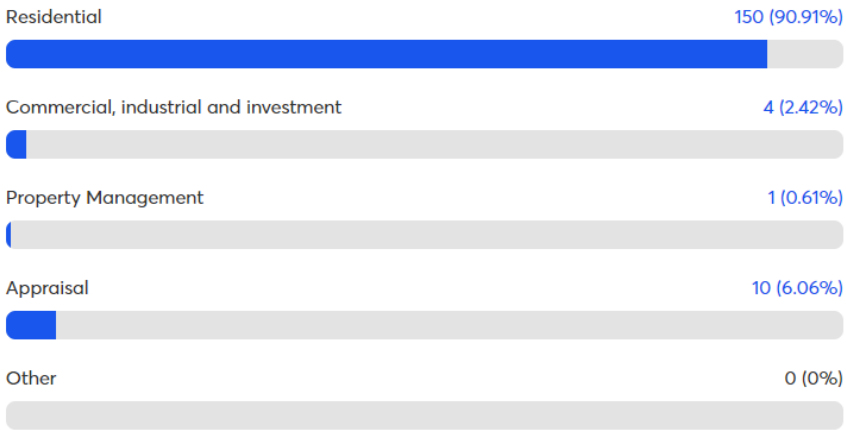
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Total responses 165

3) What is your primary real estate focus?

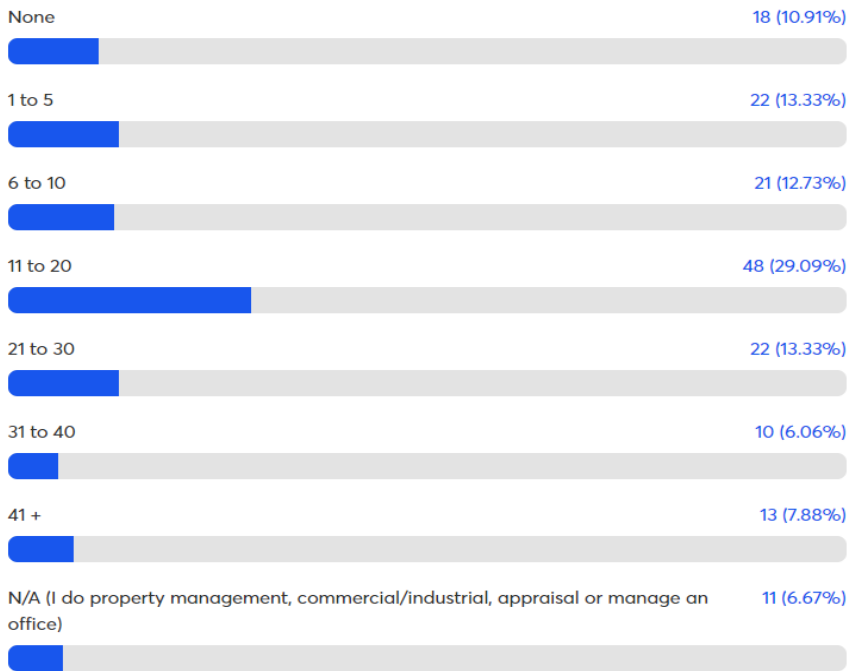
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Total responses 165

4) Please indicate the number of residential sales completed in the past 12 months.

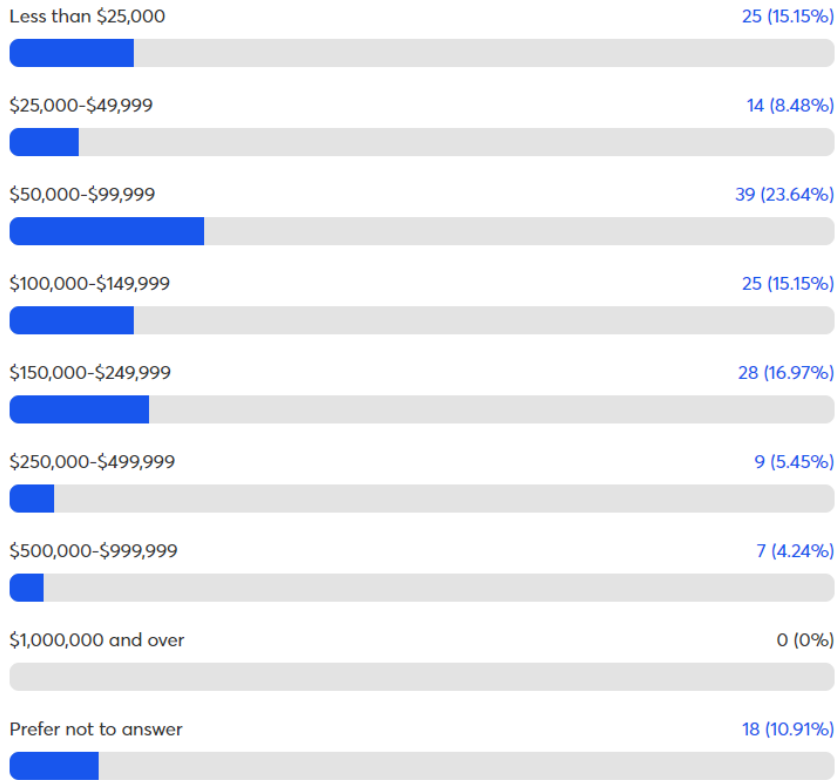
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Total responses 165

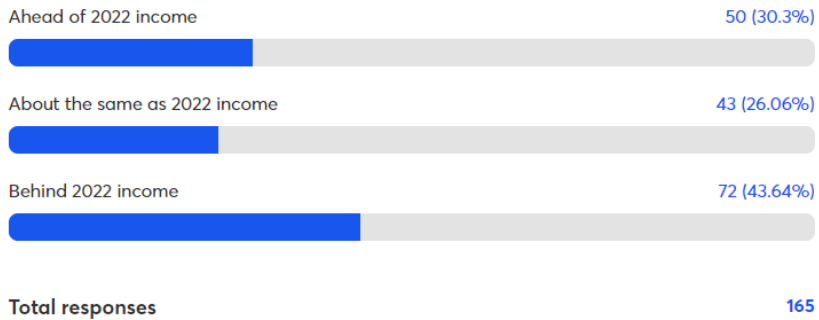
5) What was your gross income earned from real estate in 2022? (Please note this is not your sales dollar volume but your actual gross income earned from real estate)

Showing the most recent responses to the question. [See all responses here.](#)



6) What are your gross income expectations for 2023?

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How many hours a week on average do you work in real estate? (Open Field Answers)

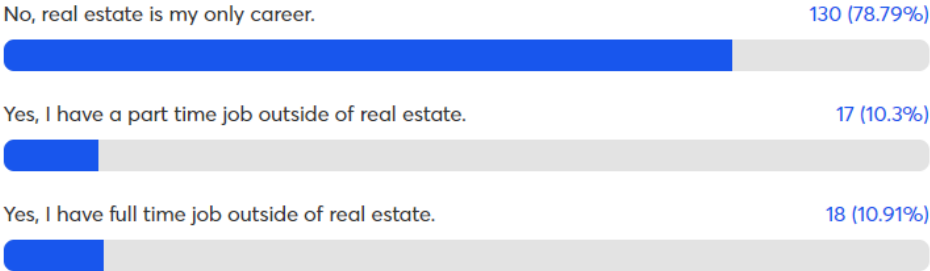
Less than 20 hours a week-24% of responses

20-40 hours a week-44% of responses

Over 40 hours a week-32%

8) Do you have a job outside of real estate?

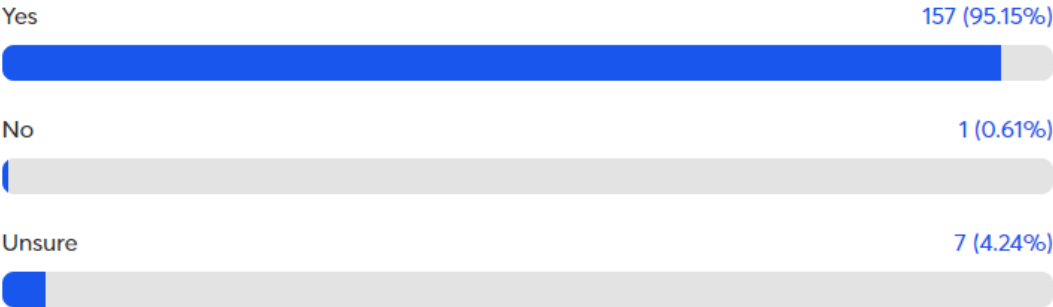
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Total responses 165

9) Do you plan on being in real estate in the next 2-3 years?

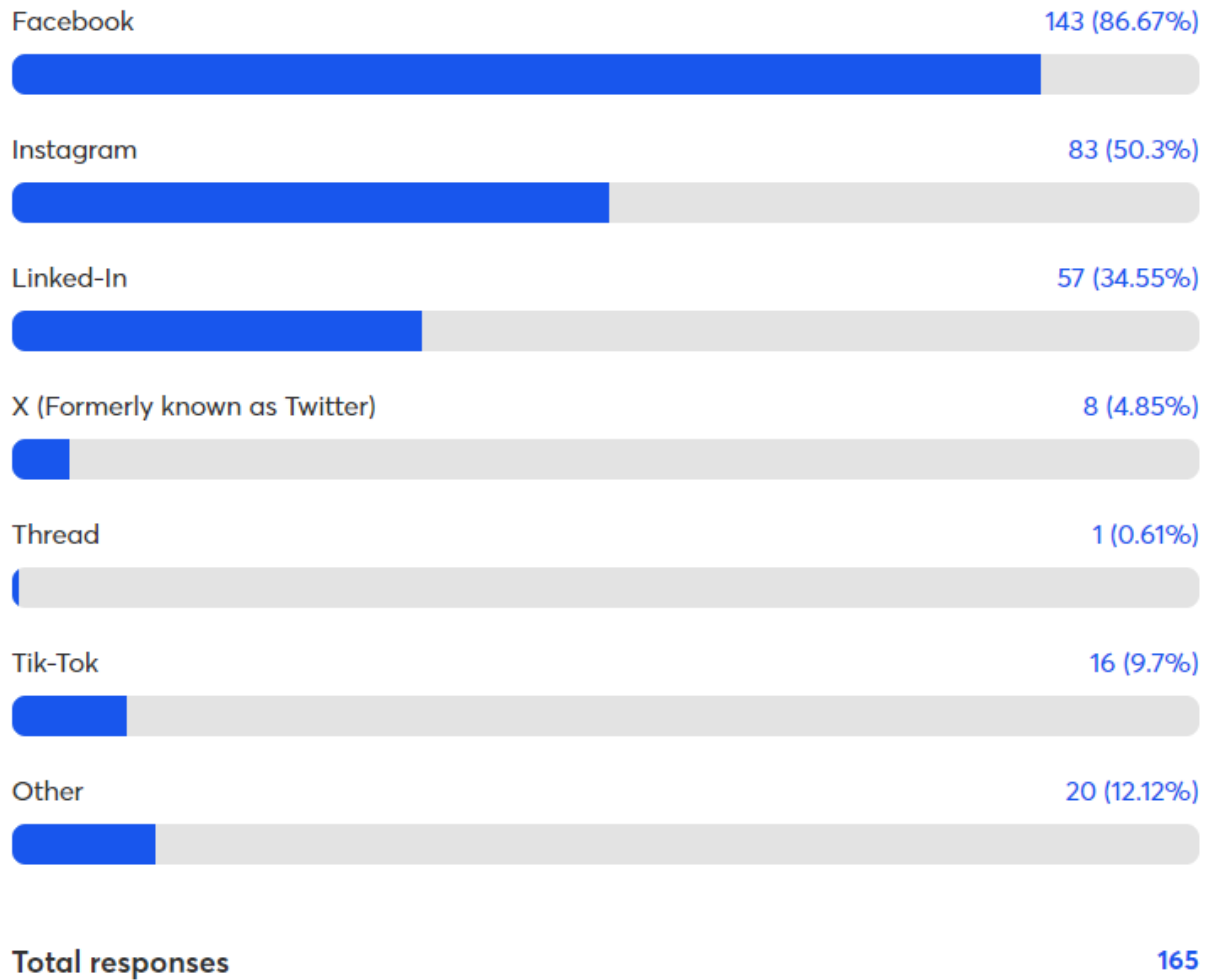
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Total responses 165

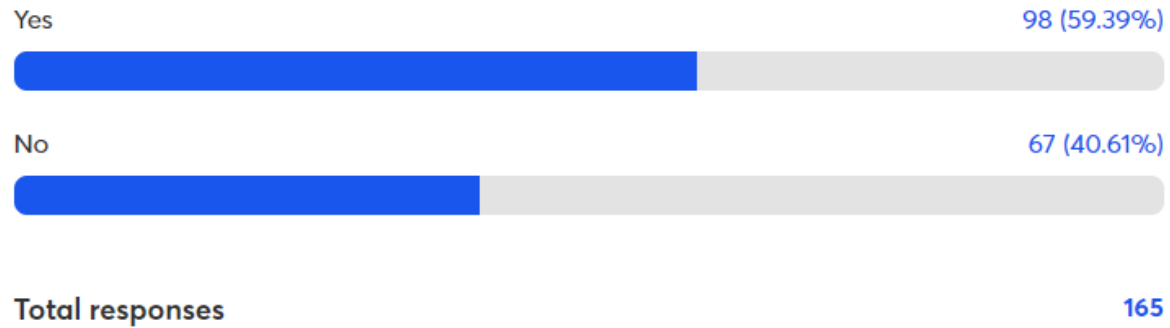
20) What Social Media Apps are important to your business?

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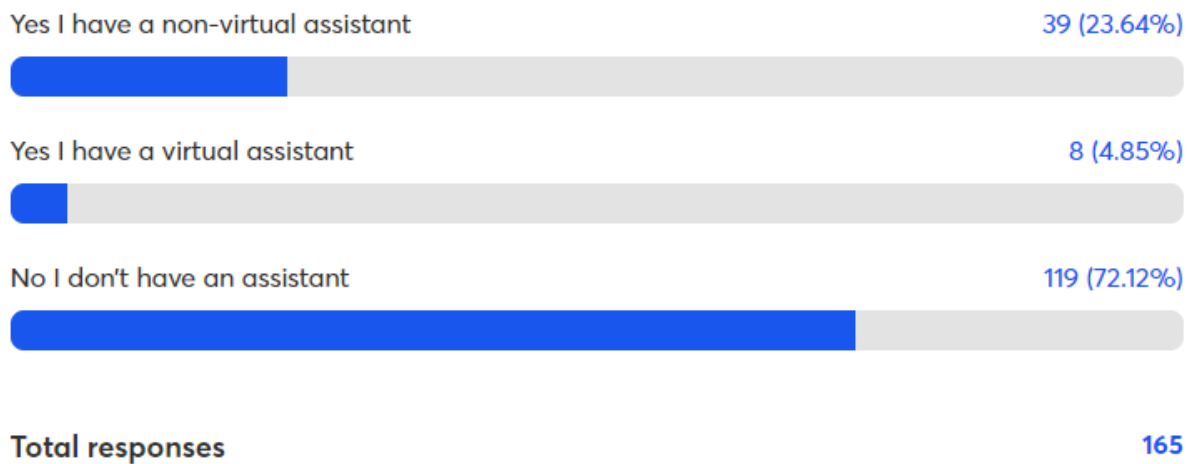
21) Do you volunteer your time with any organizations in the community?

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23) Do you have an assistant?

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B) RAYAC Board of Directors Election Process

10) The election process for the RAYAC Board of Directors is as follows: Members interested in running submit an application and undergo interviews by the Leadership Development Committee. From the pool of applicants, the committee selects 4 candidates for the ballot. Only 4 seats are available each year, and the committee adheres to this limit. Candidates not selected can be added to the ballot by obtaining a petition signed by 5% of RAYAC membership.

Showing the most recent responses to the question. [See all responses](#) here.

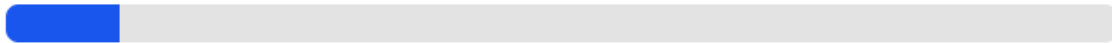
The current Board of Directors election process is working and no changes are necessary. 119 (72.12%)



The current Board of Directors election process needs to be modified. 29 (17.58%)



Open Remarks 17 (10.3%)



Total responses 165

C) RAYAC Member Services & Support

Respondents were asked to rate individual member services from 1-5. (5=Very Useful, 4=Useful, 3=somewhat useful, 2= not useful, 1=aware of it but never used, unaware of it)

	RAYAC Member Service	Mean Score	Didn't Know/Don't Use
1	Municipal Database	4.7	0.00%
2	RAYAC Communications	4.6	0.61%
3	Market Statistics	4.6	0.61%
4	Real Estate School	4.5	2.45%
5	HOA/COA Database	4.5	2.45%
6	Member Discount to Bright MLS	4.5	1.84%
7	Professional Standards	4.4	2.45%
8	News Briefs	4.4	1.84%
9	Legal Hotline	4.3	5.52%
10	From The Desk Video Series	4.3	2.45%
11	RAYAC Foundation	4.3	4.29%
12	Community Service Projects	4.3	4.29%
13	Website	4.3	0.61%
14	Forewarn	4.3	6.13%
15	Sentrilock	4.2	2.45%
16	Monitor Local Ordinances and Provide testimony	4.2	8.59%
17	Straight Talk Series	4.1	4.29%
18	Mediation	4	12.27%
19	Annual Business Meeting with Keynote	4	5.52%
20	Networking Event	4	4.91%
21	RAYAC member and staff appointments to County and Municipal entities	4	9.20%
22	Online Legal Corner	3.9	11.66%
23	President Video Update	3.9	5.52%
24	RPAC	3.9	10.43%
25	Affiliate Trade Show	3.8	7.98%
26	Ombudsman	3.7	15.34%
27	Association Store	3.6	13.50%
28	Tech Helpline	3.6	14.72%
29	Free Notary Service	3.5	21.47%
30	Free Building Rental Space	3.3	24.54%

NUMERIC SCALE

The member support and service provided is friendly.



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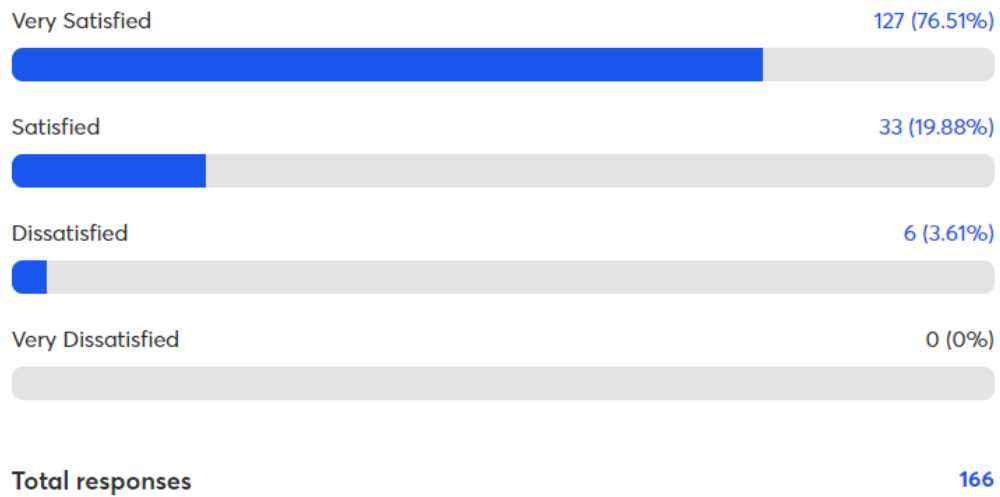
NUMERIC SCALE

The member support and service provided is friendly.



17) What is your overall satisfaction with the performance of RAYAC?

Showing the most recent responses to the question. [See all responses here.](#)



D) Future Focus Areas and Opportunity & Threats to the Industry

In your view, please rate the level of importance the association should place on the following program/service areas in the months and years ahead.

- a. Increasing professionalism-3.7 rating
- b. Being proactive with issues impacting the industry (political advocacy)-3.6 rating
- c. Technology/software products-3.5 rating
- d. Community Service-3.4 rating
- e. Housing availability/Attainability and Smart Growth Efforts-3.4 rating
- f. Consumer Outreach/Public Relations-3.4 rating
- g. Networking opportunities-3.2

In your view what are the top opportunities and threats to the industry in the next 3 to 5 years that the association should be taking into consideration?

- 1) Market Conditions: Interest/Inventory/Inflation/Affordable Housing**
- 2) Changing Business and Technology Disruptions**
- 3) Educated Agents/Professionalism**
- 4) Lawsuits**
- 5) Buyers Agency Compensation**
- 6) Taxes/Government**
- 7) Scams/Safety**