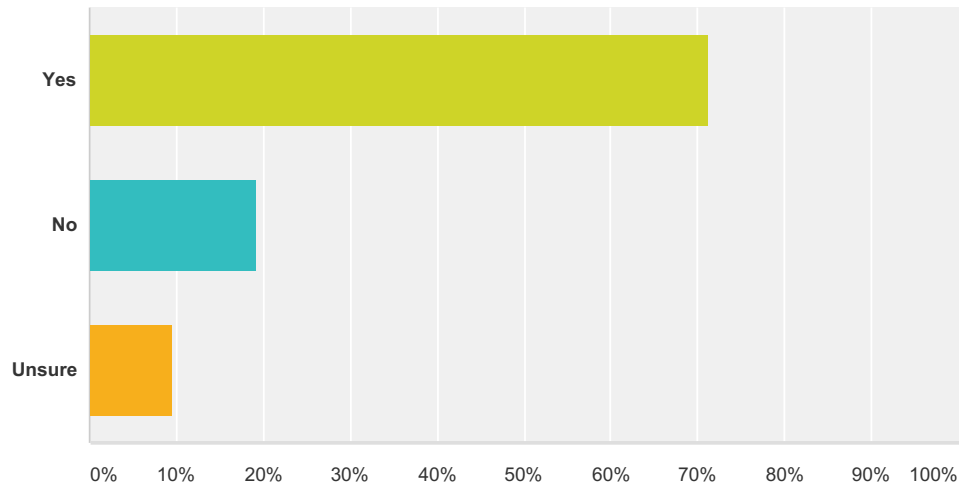


Q1 Do you believe that the Berkshire real estate market and transaction issues are significantly changing lately?

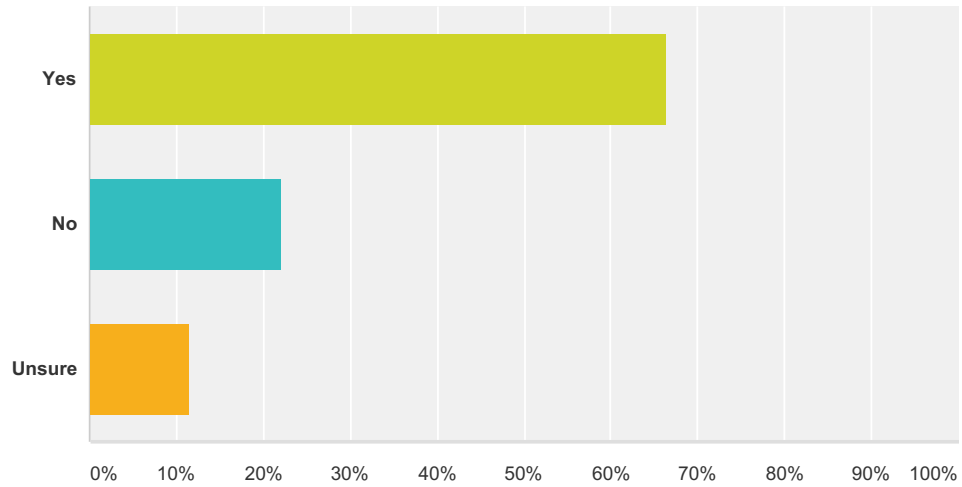
Answered: 104 Skipped: 0



Answer Choices	Responses
Yes	71.15% 74
No	19.23% 20
Unsure	9.62% 10
Total	104

Q2 Do you believe that these changes and challenges will impact the way you run your business and your professional practices between now and the next three years?

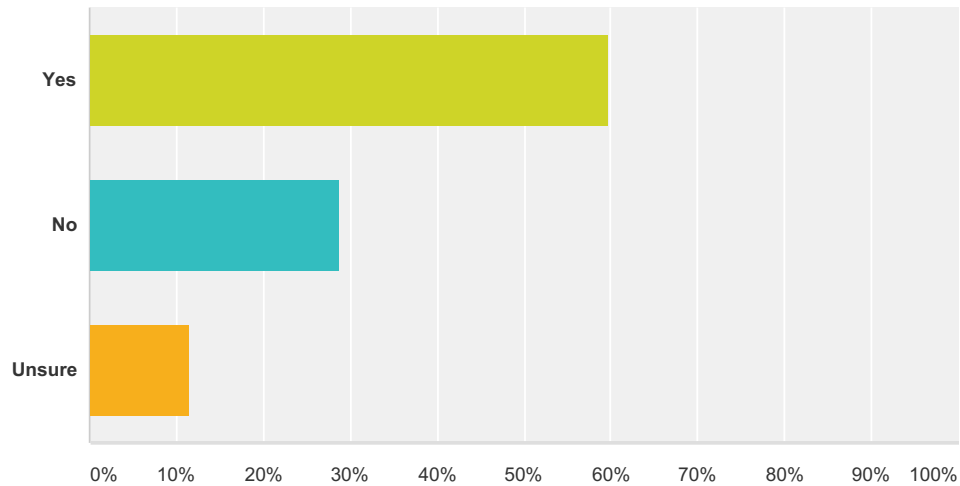
Answered: 104 Skipped: 0



Answer Choices	Responses	
Yes	66.35%	69
No	22.12%	23
Unsure	11.54%	12
Total		104

Q3 Have you recently made changes in the way you work to address the new aspects of today's market?

Answered: 104 Skipped: 0



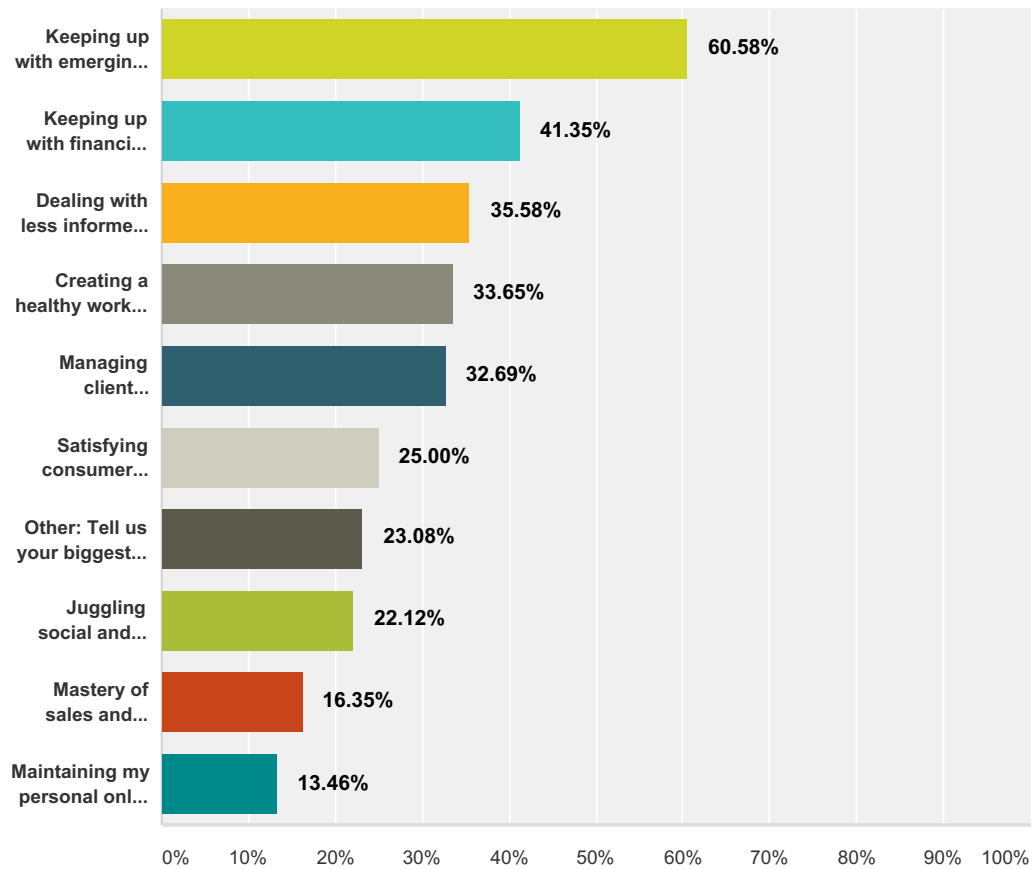
Answer Choices	Responses
Yes	59.62% 62
No	28.85% 30
Unsure	11.54% 12
Total	104

#	If yes, please explain	Date
1	Increased on-line advertising. Addressing flood plain issues.	10/28/2013 9:43 AM
2	more internet advertising	10/16/2013 9:36 AM
3	Branched off from a nationwide franchise to our own independent office, focusing on a strong internet presence and a menu of services to address all Sellers needs	10/7/2013 10:18 PM
4	More internet data to sellers & buyers	10/3/2013 12:19 PM
5	website and computer upgrades	10/3/2013 11:28 AM
6	Flood Disclosure	10/2/2013 2:45 PM
7	flood insurance disclosure	10/2/2013 2:43 PM
8	Internet Marketing	10/2/2013 2:31 PM
9	More focus online	10/2/2013 12:28 PM
10	FLOOD INSURANCE QUESTIONS..WILL NOT TRY TO SELL A HOUSE IN A FLOOD ZONE	10/2/2013 11:47 AM
11	Greater reliance on the technology	10/2/2013 11:04 AM
12	social media	10/2/2013 7:31 AM
13	Due to the release of shadow inventory, the market is getting worse and prices need to adjust for inventory of REOs	10/2/2013 7:10 AM
14	I have become more exposed personally because of online marketing and have spent more money on advertising both online and through periodicals	10/2/2013 6:47 AM

15	players in today's market expect/demand immediate responses	10/1/2013 8:46 PM
16	New technology	10/1/2013 7:58 PM
17	Using more internet communication	10/1/2013 7:32 PM
18	Mobile web address, more internet expenses, upgrade equipment, expand office members	10/1/2013 7:04 PM
19	Although I'm not very techno-savvy and don't use social media, I do often use text messaging.	10/1/2013 5:50 PM
20	Realizing and responding to the significant impact todays technology has influenced the buying public. We have a much more, but still partially, informed public.	10/1/2013 5:48 PM
21	I have been in the business less than a year.	10/1/2013 5:48 PM
22	Just in the process of doing so.	10/1/2013 5:07 PM
23	Being more careful about financing approvals and flood zone issues.	9/28/2013 2:18 PM
24	I have made myself more mobile to meet my clients needs	9/28/2013 8:37 AM
25	New disclosures, and lots of Advil	9/25/2013 4:46 PM
26	exploring new technology for leads	9/25/2013 11:03 AM
27	Bought a new smart phone and tablet	9/25/2013 9:55 AM
28	Instant response to inquiries is a must.	9/25/2013 8:57 AM
29	discuss flood insurance changes	9/25/2013 8:21 AM
30	I am choosing to work even more hours	9/24/2013 9:57 PM
31	Work from home, no need for "bricks and mortar office."	9/24/2013 5:21 PM
32	Changed attorney list, Changed Advertising, Changed Inspector List Changed my Contracts	9/24/2013 5:09 PM

Q4 What are the top three (3) challenges you face today?

Answered: 104 Skipped: 0



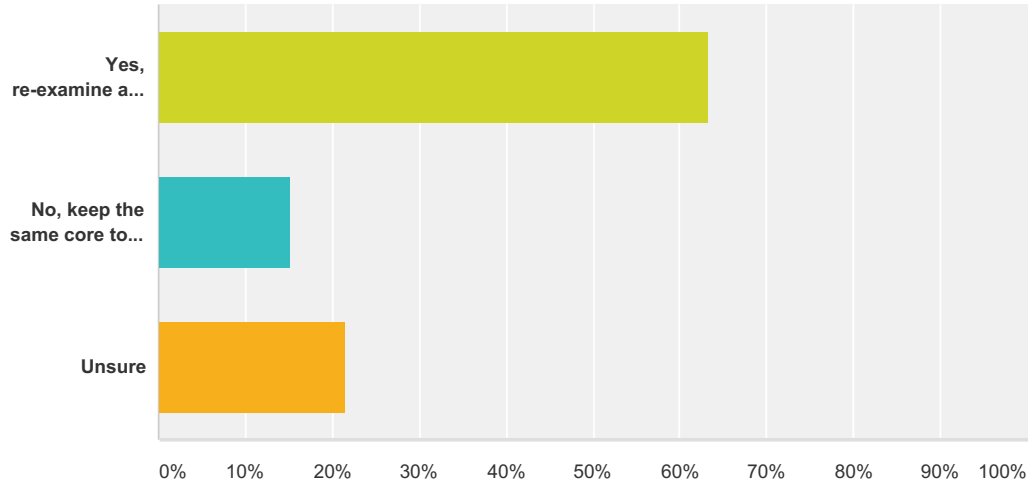
Answer Choices	Responses
Keeping up with emerging technology	60.58% 63
Keeping up with financing, legal and environmental changes	41.35% 43
Dealing with less informed / unprofessional cooperating brokers	35.58% 37
Creating a healthy work life balance	33.65% 35
Managing client communications expectations	32.69% 34
Satisfying consumer demands for more information	25.00% 26
Other: Tell us your biggest challenge in the business	23.08% 24
Juggling social and online marketing	22.12% 23
Mastery of sales and negotiations skills	16.35% 17
Maintaining my personal online reputation and brand	13.46% 14
Total Respondents: 104	

#	Other: Tell us your biggest challenge in the business	Date
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1	Flex is not reviewed to so we can have them make improvements and corrections. Realtors are not consistent in following the code of ethincs., Examples: Talking about other agents to other agents and the public, placing signs at the end of streets.	10/28/2013 11:18 AM
2	Slow market, homes overpriced, consumer financing ability.	10/16/2013 9:36 AM
3	Flood plain issues lately...	10/4/2013 1:11 PM
4	Dealing with the misinformation circulating about the recovery of the market.	10/2/2013 12:18 PM
5	Other brokerages that continuously badmouth every other agency.	10/2/2013 10:12 AM
6	Loss of potential customers in Northern Berkshire, less and less interest in buying here.	10/2/2013 8:53 AM
7	Making money!	10/2/2013 8:02 AM
8	Marketing - trying to create interest in nice homes receiving no responses	10/2/2013 7:35 AM
9	Educating sellers that the REALTOR ads on the radio and TV are not applicative to our market and inventory is increasing, not decreasing.	10/2/2013 7:10 AM
10	The need for the board to be open to new ideas, new approaches and receptive to differing points of view	10/1/2013 9:58 PM
11	Lack of equal cooperation for buyer agent compensation. Always pay 2.5. Lucky to get it in return half the time!	10/1/2013 9:04 PM
12	the effect of the aggregating websites ex.. Zillow, Trulia	10/1/2013 7:25 PM
13	Wishing other agents would get in to the 21st century too!	10/1/2013 7:04 PM
14	Brokers who pay kickbacks Better capitalized brokers	10/1/2013 6:52 PM
15	Through technology the buying and selling clients feel they are sufficiently informed to make decisions. My challenge has been convincing these clients that a Realtor is still necessary and can offer buyer/seller clients information that they haven't considered.	10/1/2013 5:48 PM
16	Keeping good listings coming in.	10/1/2013 5:07 PM
17	The day of the Realtor doing nothing but bringing the Buyer & Seller together is over. The Realtor needs to be more involved and earn their commission.	9/26/2013 3:52 PM
18	1) flood insurance mess; 2) competition from the no show companies, i.e. Entry Only Listings (burdening the Buyer Agent side); 3) loss of control over my listings once they leave the local MLS	9/26/2013 6:55 AM
19	false advertising practices of competing agencies	9/25/2013 8:40 PM
20	Unrealistic expectations of Sellers	9/25/2013 8:39 PM
21	Financing has a focus on non-sensical items like "Where did this \$100 deposit in your account from 3 years ago come from." It slows the process and creates massive uncertainty.	9/25/2013 9:09 AM
22	Keeping stress level down in such a busy, challenging market. Buyers are difficult, sellers are demanding, some other brokers waste my time because they don't do their jobs well.	9/24/2013 9:57 PM
23	Convincing clients that on line advertising has more advantages than advertising in the newspapers.	9/24/2013 5:21 PM
24	1)Other Brokers who do not understand what I do and how I can be paid 2) Trying to get Seller's and Seller's Brokers to extend the INSPECTION CONTINGENCIES in the contract because of so few competent Inspectors	9/24/2013 5:09 PM

Q5 Do you want your Association to provide different tools, solutions and training to support you and your business in the new real estate environment?

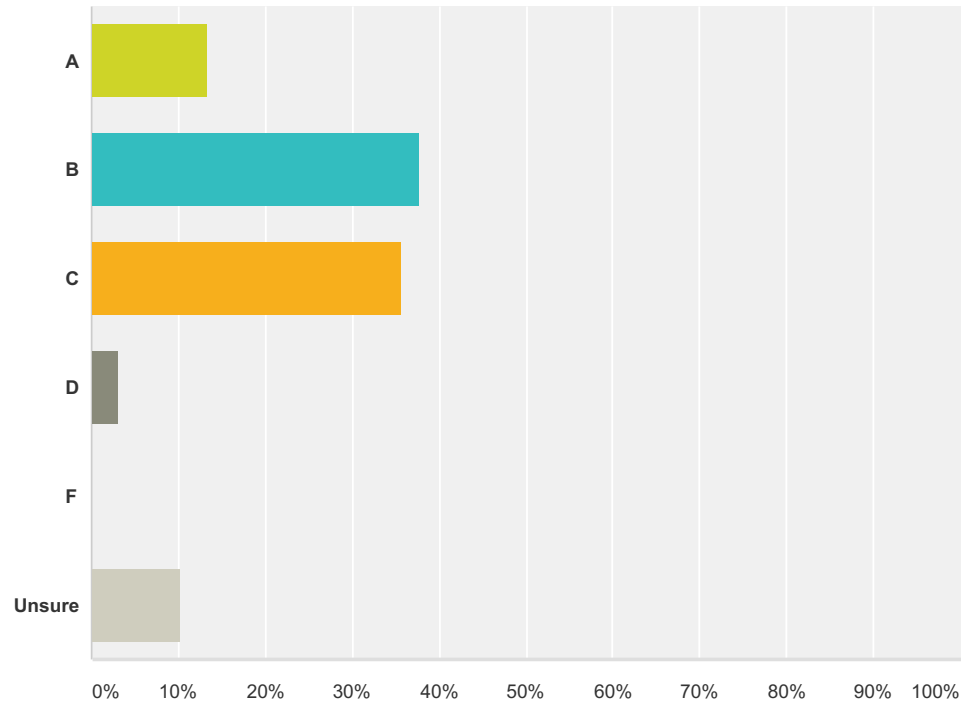
Answered: 98 Skipped: 6



Answer Choices	Responses	
Yes, re-examine all tools & services now offered to eliminate those not critical and add new services	63.27%	62
No, keep the same core tools and services I now receive	15.31%	15
Unsure	21.43%	21
Total		98

Q6 What grade would you give the real estate industry for continually adapting to the changing needs of consumers over the past five (5) years?

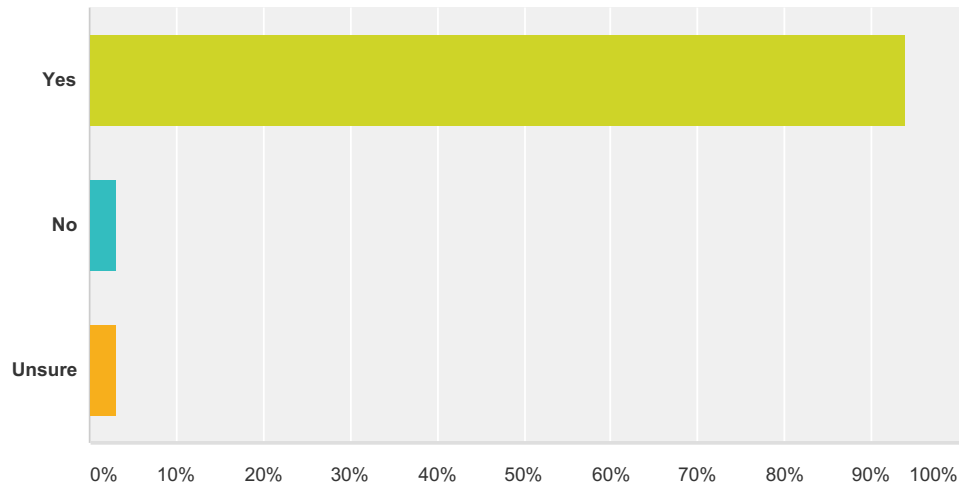
Answered: 98 Skipped: 6



Answer Choices	Responses
A	13.27% 13
B	37.76% 37
C	35.71% 35
D	3.06% 3
F	0.00% 0
Unsure	10.20% 10
Total	98

Q7 Do you believe that the expectations and demands of today's consumer have increased?

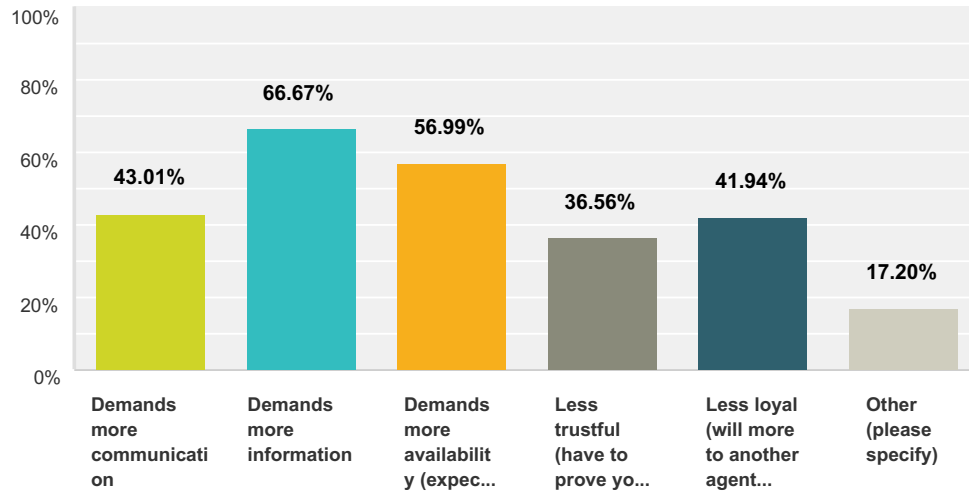
Answered: 98 Skipped: 6



Answer Choices	Responses
Yes	93.88% 92
No	3.06% 3
Unsure	3.06% 3
Total	98

Q8 If you answered yes to question 7, how do you believe that the expectations and demands of today's consumer have increased? (If you answered no or unsure, please skip to question 9.)

Answered: 93 Skipped: 11



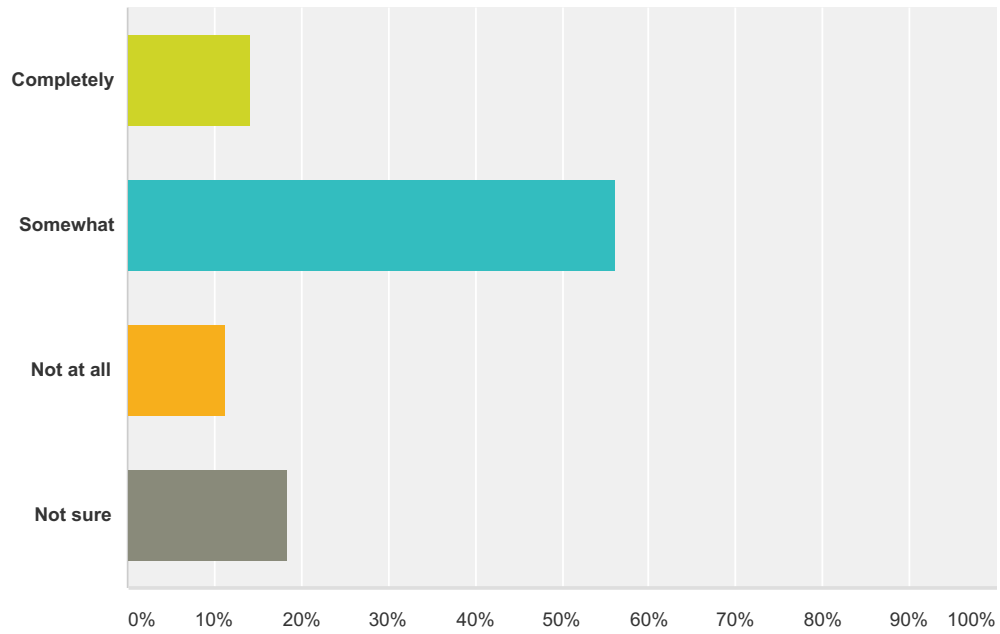
Answer Choices	Responses
Demands more communication	43.01% 40
Demands more information	66.67% 62
Demands more availability (expects you to be available 24/7)	56.99% 53
Less trustful (have to prove your value, your credibility for info)	36.56% 34
Less loyal (will more to another agent quickly if not satisfied)	41.94% 39
Other (please specify)	17.20% 16
Total Respondents: 93	

#	Other (please specify)	Date
1	Other agencies "badmouthing" competition.	10/16/2013 9:37 AM
2	Some clients expectations are not reasonable. They want you to show properties when they have not even talked to a bank for financing and they have little or no down.	10/2/2013 11:01 AM
3	Expect to pay less commission, expect more advertising, expect more social media aspect to our marketing.	10/2/2013 9:16 AM
4	They believe the REALTOR ads and expect our market to reflect national trends.	10/2/2013 7:11 AM
5	Buyers and sellers are generally more informed because of the Internet. This creates the notion that one can manage without the real estate professional.	10/2/2013 6:52 AM
6	Welcomes new ideas such as Facilitation and yet finds little new thinking in the profession	10/1/2013 10:01 PM
7	All of the above.....	10/1/2013 7:33 PM
8	Demands a customer focused but professional broker or agent who will listen and help them reach their goals. They already have access to all the information they need. They still need us to help them sort through it all. We are still very important and valued partners in the process.	9/28/2013 8:44 AM

9	Very critical of property - only the best, most updated properties are seriously considered, unless the price is highly discounted. Most buyers will just move on, or not buy at all if they don't get something perfect.	9/26/2013 1:10 PM
10	Consumers today want answers much more quickly than a generation ago (because of all the tools available to get the information to them).	9/26/2013 7:01 AM
11	both buyers and sellers are much more knowledgeable than in the past and have so many tools at their fingertips--- they are often one step ahead of us!	9/25/2013 8:40 PM
12	Buyers and sellers demand better information ... they come to us with all sorts of info already from the various web sources but they want the 'real' info and we spend more and more time having to prove what they've already found on their own is incorrect or incomplete.	9/25/2013 10:44 AM
13	In response to question 9 - I HOPE agent ratings will have a massive influence on how the public chooses an agent. Not sure how else we stop having embarrassing incidents in our professional community.	9/25/2013 9:11 AM
14	Consumers will take the word of unprofessional, uneducated, and unethical Realtors over the truth if they get it on better with that Realtor. They will believe as gosphel anything told to them by someone they believe rather than someone knowledgeable.	9/25/2013 9:02 AM
15	expects immediate response and agent accessibility	9/25/2013 8:23 AM
16	Difficult to know who is a real buyer, and who is wasting my time.	9/24/2013 9:58 PM

Q9 How much do you believe that agent ratings influence consumer decisions regarding what agent to work with?

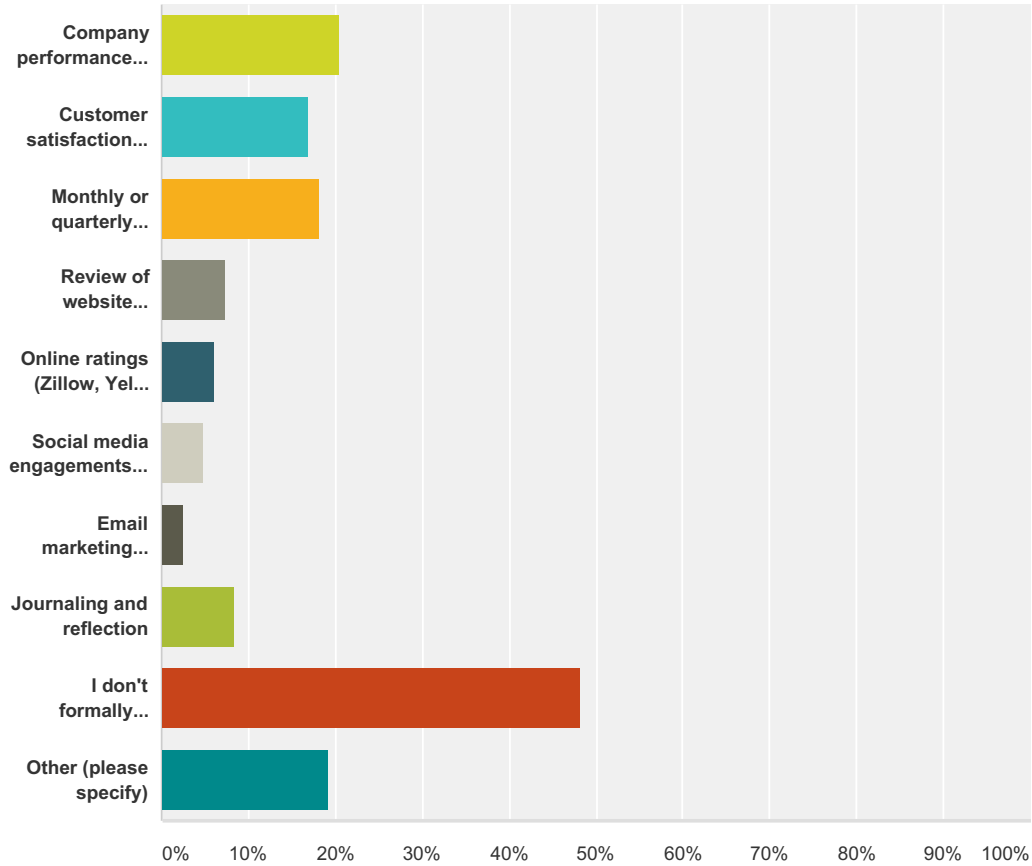
Answered: 98 Skipped: 6



Answer Choices	Responses
Completely	14.29% 14
Somewhat	56.12% 55
Not at all	11.22% 11
Not sure	18.37% 18
Total	98

Q10 How do you measure your performance (sales, marketing, customer satisfaction) as a real estate agent? (Check all that apply)

Answered: 83 Skipped: 21

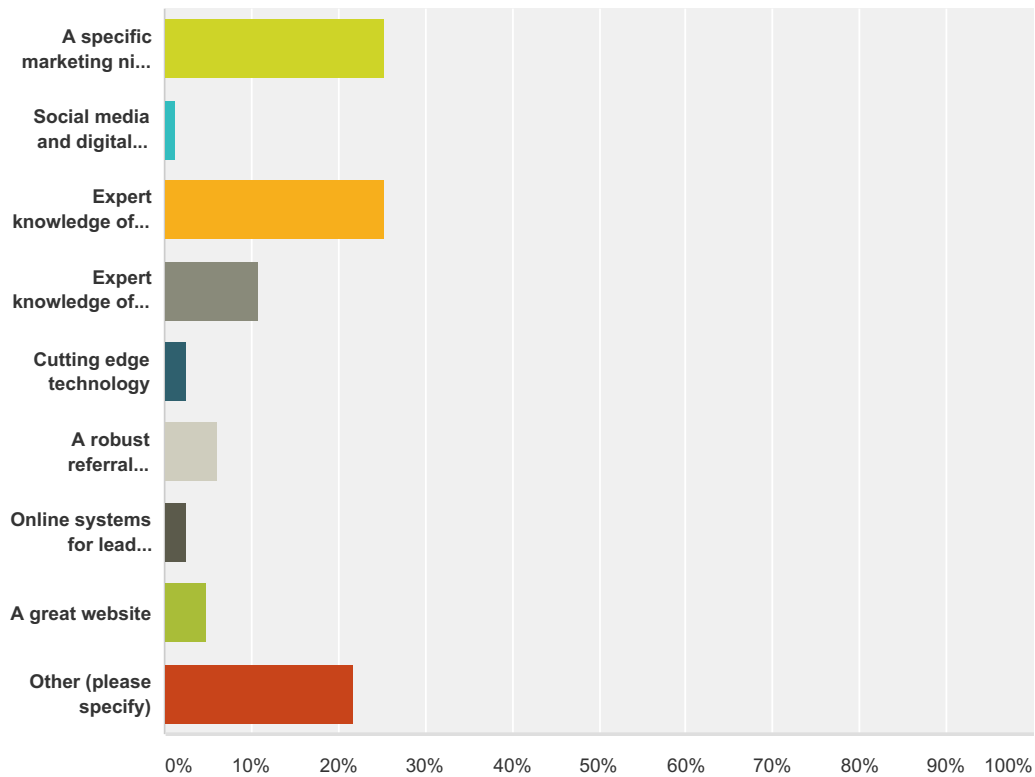


Answer Choices	Responses
Company performance goals and formal reviews	20.48% 17
Customer satisfaction surveys	16.87% 14
Monthly or quarterly review of personal targets, such as goals for \$ sales / # referrals	18.07% 15
Review of website analytics against site goals (SEO, visitors, time on site, frequency, etc.)	7.23% 6
Online ratings (Zillow, Yelp, Google+, LinkedIn)	6.02% 5
Social media engagements (likes, follows, comments and conversations)	4.82% 4
Email marketing programs (click rates and inquiries from messages in MailChimp, constant contact, etc.)	2.41% 2
Journaling and reflection	8.43% 7
I don't formally measure my performance	48.19% 40
Other (please specify)	19.28% 16
Total Respondents: 83	

#	Other (please specify)	Date
1	Tax Returns	10/4/2013 1:20 PM
2	Income \$.	10/3/2013 12:22 PM
3	Customer and client feedback and referrals.	10/2/2013 12:23 PM
4	PERSONAL FEEDBACK FROM CLIENTS AND COMMENTS FROM IN-HOUSE MGR &AGENTS	10/2/2013 11:53 AM
5	When I close something they Thank You and write letters saying how good of a job I've done.	10/2/2013 11:06 AM
6	Yearly gross commissions	10/2/2013 9:25 AM
7	financial and transaction review compared to previous time segment.	10/2/2013 7:14 AM
8	Direct feedback from my clients and their continued referrals to me of new clients. This business is still about caring about and for your clients.	9/28/2013 11:02 AM
9	Our results and paycheck are directly connected to how well we're serving our clients and being referred to others. I honestly don't have time to focus in detail on analytics. It's still all about who you know and staying in touch, and providing an excellent service.	9/26/2013 1:23 PM
10	My referrals from past customers/clients is the vast majority of my base work.	9/26/2013 7:06 AM
11	a lot of face to face	9/25/2013 8:44 PM
12	If I'm getting repeat business (which I am,) referrals (which I am,) have clients who stay in touch after the closing (which I do) and am making a good salary (which I do) I can only assume I am doing all the things a client wants and that I am successful.	9/25/2013 9:16 AM
13	My measure is how I feel about myself when I conclude (or not) a transaction. Also I feel good when I am able to do something good for someone not very fortunate without charging them for it.	9/25/2013 9:06 AM
14	Annual review of personal targets, such as goals for \$ sales / # referrals	9/25/2013 7:56 AM
15	I don't actually have targets/goals... but if I have a good year, then I know I've done well.	9/24/2013 10:03 PM
16	Letters and testimonials	9/24/2013 5:23 PM

Q11 What do you consider the #1 way that you distinguish yourself from other agents?

Answered: 83 Skipped: 21



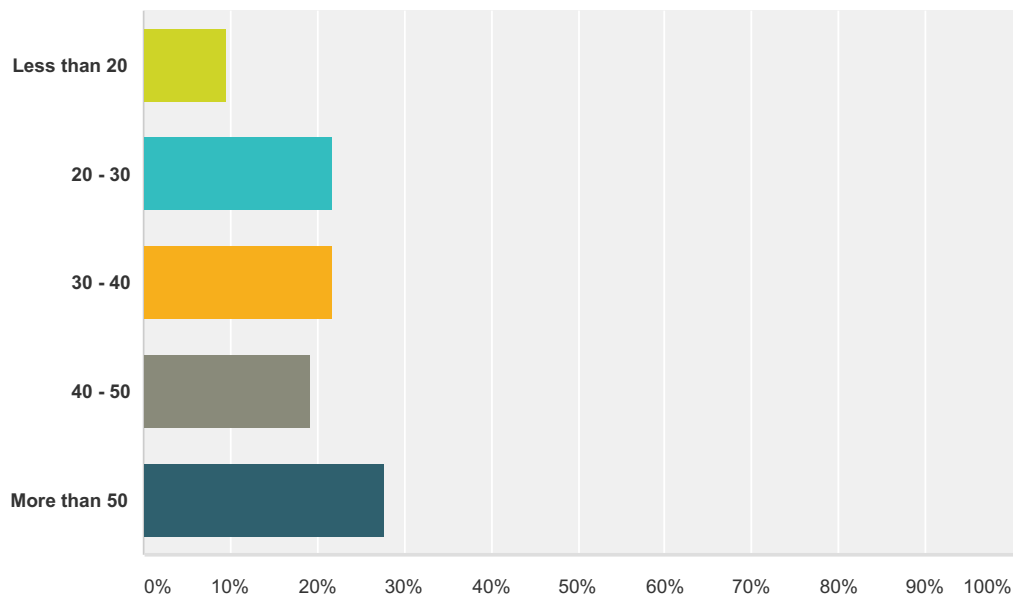
Answer Choices	Responses
A specific marketing niche or area of expertise / focus	25.30% 21
Social media and digital marketing expertise	1.20% 1
Expert knowledge of the area	25.30% 21
Expert knowledge of negotiations and sales techniques	10.84% 9
Cutting edge technology	2.41% 2
A robust referral program	6.02% 5
Online systems for lead generation	2.41% 2
A great website	4.82% 4
Other (please specify)	21.69% 18
Total	83

#	Other (please specify)	Date
1	Old and cranky architect.	10/4/2013 1:20 PM
2	I research each property diligently so my client and I are fully informed, I assist and support my clients thru to the end of the transaction and afterward if necessary.	10/3/2013 10:43 AM
3	HONESTY & INTEGRITY SHOWN BY WORKING CLOSELY W/CLIENT	10/2/2013 11:53 AM

4	Be honest, reliable, call back, call back, call back, show property when they want to see it. Give other properties for them to compare.	10/2/2013 11:06 AM
5	The most truthful and honest agency.	10/2/2013 10:15 AM
6	It is difficult to distinguish, however, by our reputation for being honest, having integrity, and getting the job done.	10/2/2013 9:25 AM
7	Presence in the community	10/2/2013 7:38 AM
8	I offer my compassion, patience and generosity with my time and expertise. This i find has been a comfort to my clients and colleagues during this volatile time in the real estate industry.	10/2/2013 7:05 AM
9	reputation and years of experience	10/1/2013 8:49 PM
10	Communication and hard work.	10/1/2013 5:20 PM
11	Availability, communication and just plain hard work. Keeping up with technology is a plus.	9/29/2013 2:07 PM
12	Expert knowledge of negotiations and sales techniques combined with going the extra mile and truly advocating for the clients' best interest.	9/28/2013 2:25 PM
13	I don't look to 'distinguish myself from other agents' I look to meet my clients goal in buying and selling their home.	9/28/2013 11:02 AM
14	EDUCATION! CBR,CRS, CRB, CCIM, and GRI	9/26/2013 7:06 AM
15	personal attention	9/25/2013 8:44 PM
16	By providing excellent service in all areas and always going the extra mile. Also, telling the truth helps - even when it means not encouraging a transaction to continue when it's not a good deal.	9/25/2013 9:16 AM
17	Unsure...just doing my best for my clients and not the end result of compensation	9/25/2013 7:56 AM
18	Professional designations	9/25/2013 6:22 AM

Q12 On average, how many hours do you work each week in real estate?

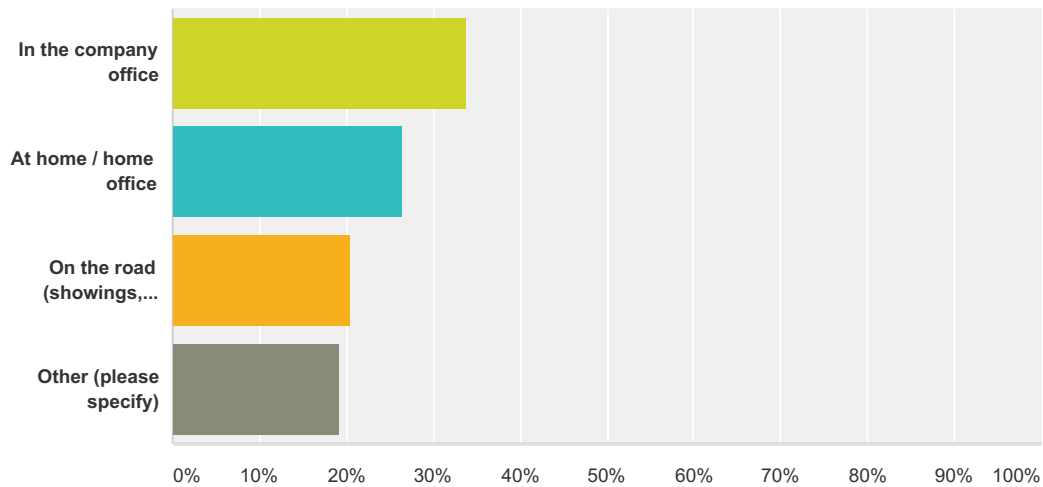
Answered: 83 Skipped: 21



Answer Choices	Responses
Less than 20	9.64% 8
20 - 30	21.69% 18
30 - 40	21.69% 18
40 - 50	19.28% 16
More than 50	27.71% 23
Total	83

Q13 Where do you spend the most time during your workday?

Answered: 83 Skipped: 21



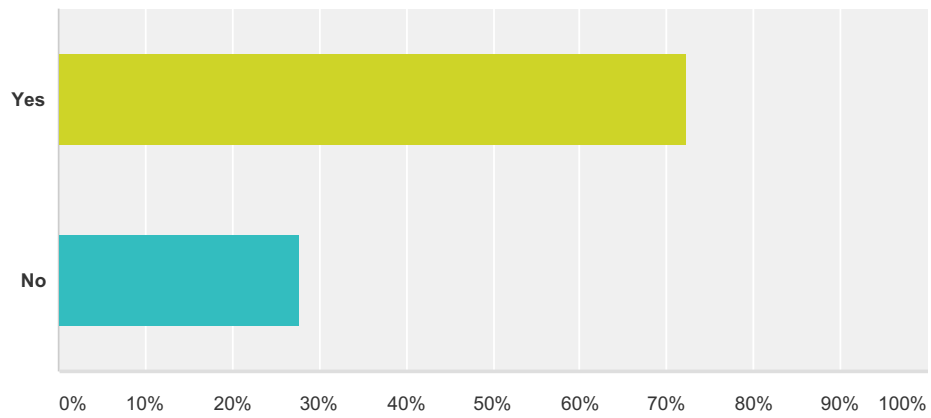
Answer Choices	Responses
In the company office	33.73% 28
At home / home office	26.51% 22
On the road (showings, appointments, open houses)	20.48% 17
Other (please specify)	19.28% 16
Total	83

#	Other (please specify)	Date
1	Between all of the above.	10/4/2013 1:20 PM
2	All of the above	10/3/2013 10:43 AM
3	As owner of now only one office--thank goodness--I spend most of my time in our business office in Mansfield, Ct. and then in Pittsfield office.	10/3/2013 8:13 AM
4	Marketing position	10/2/2013 3:00 PM
5	home office/company office/road	10/2/2013 2:57 PM
6	In an office at another job that I can take a call to see something and leave immediately if I need to.	10/2/2013 11:06 AM
7	In office, I am not a licensed real estate agent, I am office manager. Coordinating with broker and agents..	10/2/2013 8:59 AM
8	at the computer	10/2/2013 7:35 AM
9	Combination of Company Office and and on the road.	10/1/2013 6:53 PM
10	In front of the public	10/1/2013 5:14 PM
11	All of the above, including education and Board commitments.	9/29/2013 2:07 PM
12	home office and second job	9/25/2013 8:42 PM
13	Varies. My time is fairly evenly divided home office and "on the road", depending on the day.	9/25/2013 4:57 PM
14	Wherever I need to be and that is in all of those places all of the time.	9/25/2013 9:16 AM
15	It varies, but mostly a combination of at home, on the road, and in the office.	9/24/2013 10:03 PM

16	Depending on day...all three of the above equally	9/24/2013 5:23 PM
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Q14 Is real estate currently your primary source of income?

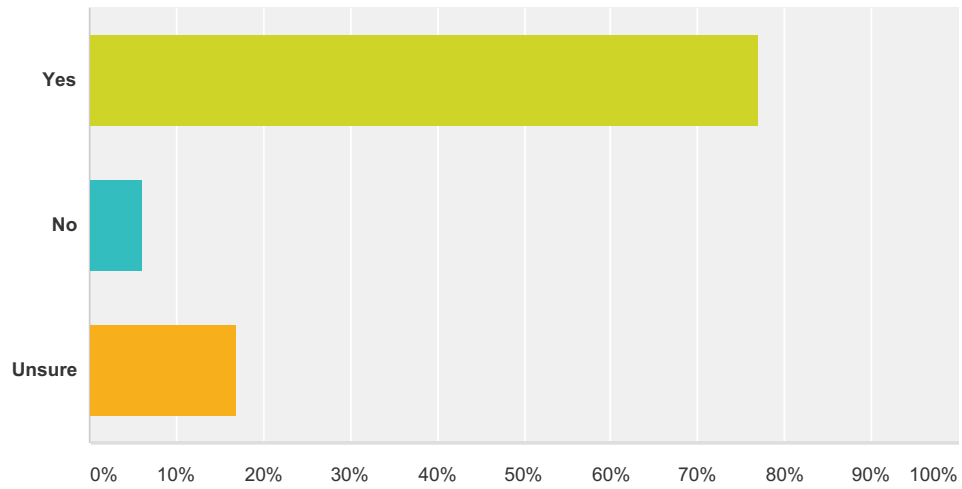
Answered: 83 Skipped: 21



Answer Choices	Responses	
Yes	72.29%	60
No	27.71%	23
Total		83

Q15 Is it likely that real estate will remain your primary career over the next two years?

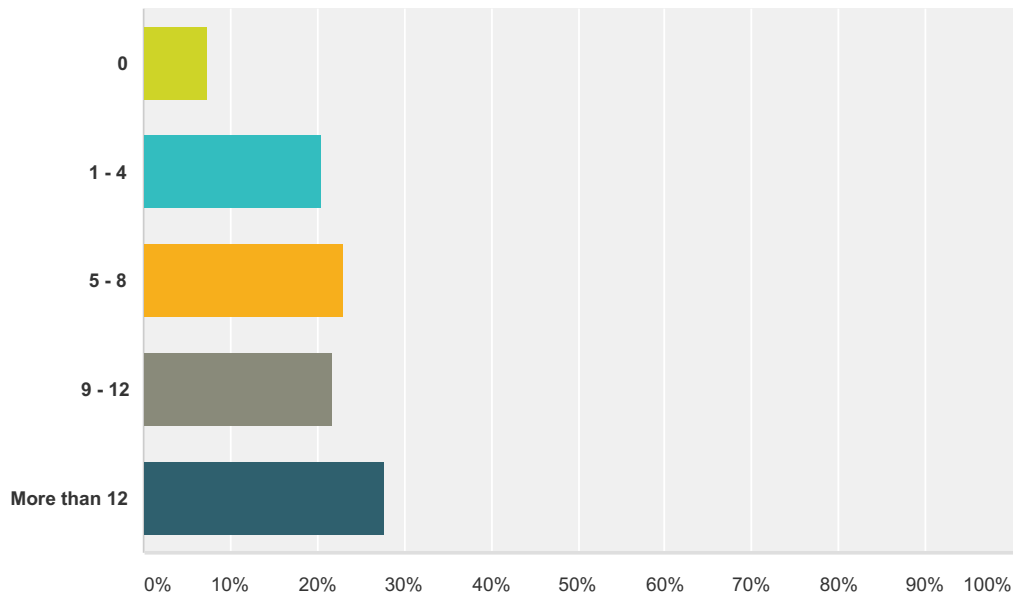
Answered: 83 Skipped: 21



Answer Choices	Responses
Yes	77.11% 64
No	6.02% 5
Unsure	16.87% 14
Total	83

Q16 How many transaction sides have you closed in the past 12 months?

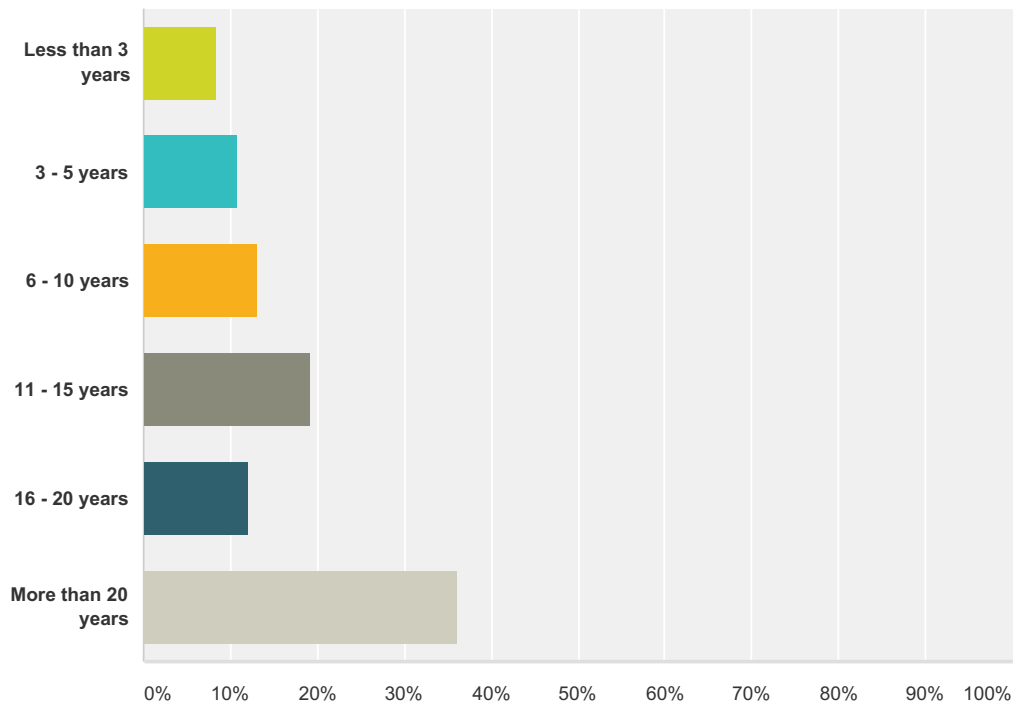
Answered: 83 Skipped: 21



Answer Choices	Responses	Count
0	7.23%	6
1 - 4	20.48%	17
5 - 8	22.89%	19
9 - 12	21.69%	18
More than 12	27.71%	23
Total		83

Q17 How long have you been selling real estate?

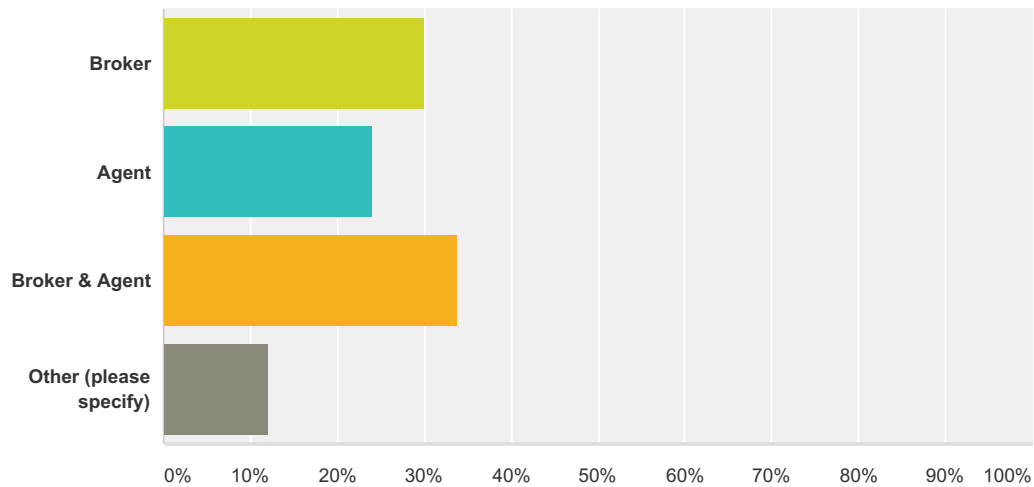
Answered: 83 Skipped: 21



Answer Choices	Responses
Less than 3 years	8.43% 7
3 - 5 years	10.84% 9
6 - 10 years	13.25% 11
11 - 15 years	19.28% 16
16 - 20 years	12.05% 10
More than 20 years	36.14% 30
Total	83

Q18 Which of the following best describes your focus in real estate?

Answered: 83 Skipped: 21

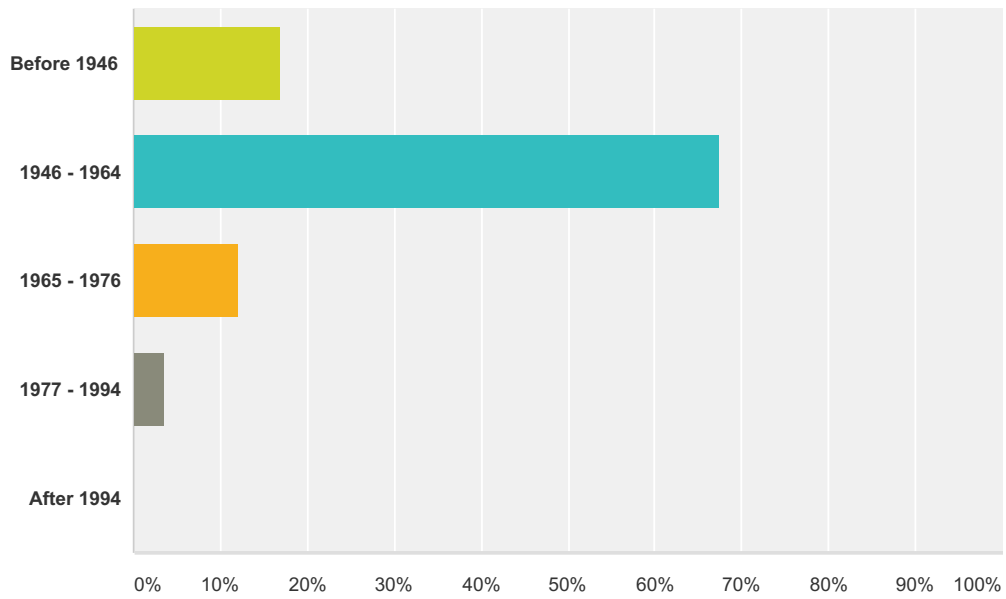


Answer Choices	Responses
Broker	30.12% 25
Agent	24.10% 20
Broker & Agent	33.73% 28
Other (please specify)	12.05% 10
Total	83

#	Other (please specify)	Date
1	appraisal	10/3/2013 10:34 AM
2	Appraiser	10/2/2013 1:28 PM
3	Agent/Owner	10/2/2013 10:15 AM
4	office mgr.	10/2/2013 8:59 AM
5	development	10/2/2013 8:04 AM
6	Facilitator	10/1/2013 10:05 PM
7	Having a broker's license since 1972 I currently am an agent under another broker's license.	10/1/2013 5:53 PM
8	Dont understand question	10/1/2013 7:08 AM
9	Manager & Sales	9/26/2013 10:09 AM
10	Buyer Broker	9/24/2013 5:23 PM

Q19 In what year were you born?

Answered: 83 Skipped: 21



Answer Choices	Responses	
Before 1946	16.87%	14
1946 - 1964	67.47%	56
1965 - 1976	12.05%	10
1977 - 1994	3.61%	3
After 1994	0.00%	0
Total		83