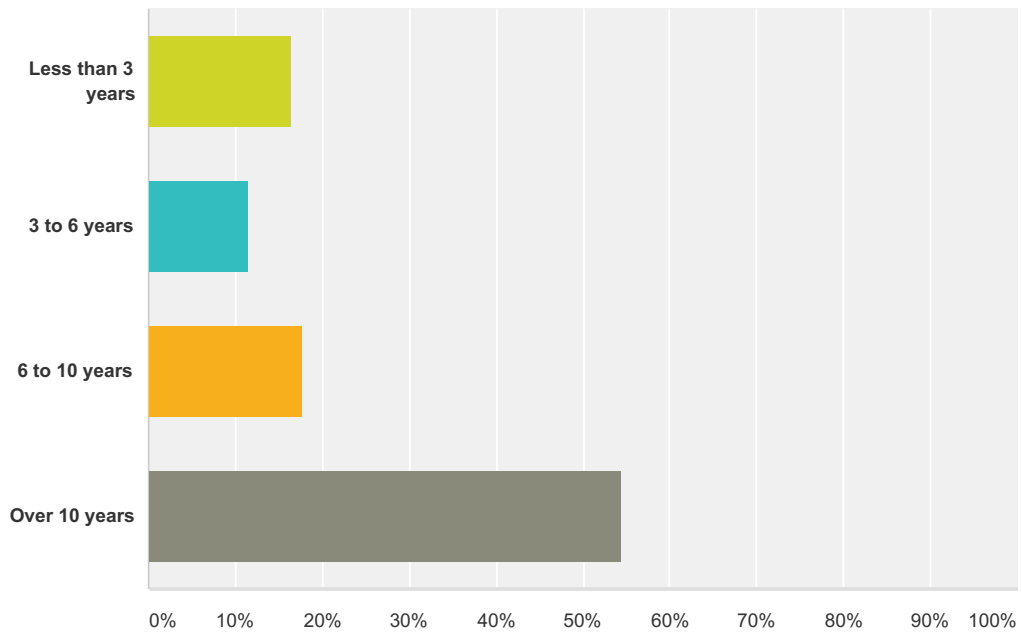


Q3 Number of years as a member of the Berkshire County Board of REALTORS:

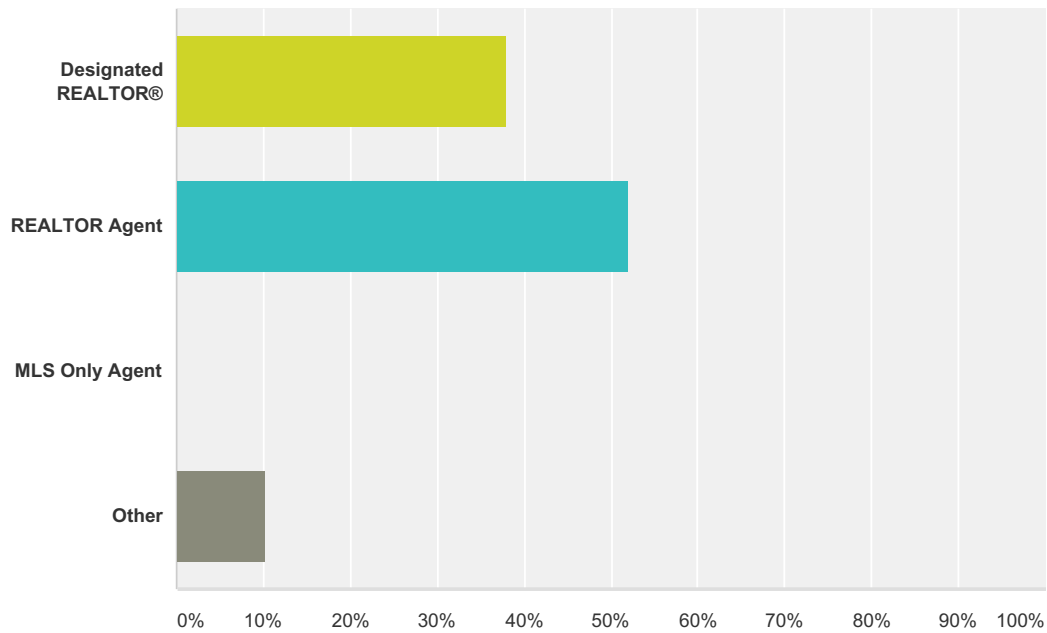
Answered: 79 Skipped: 0



Answer Choices	Responses
Less than 3 years	16.46% 13
3 to 6 years	11.39% 9
6 to 10 years	17.72% 14
Over 10 years	54.43% 43
Total	79

Q4 Please indicate whether you are a:

Answered: 79 Skipped: 0

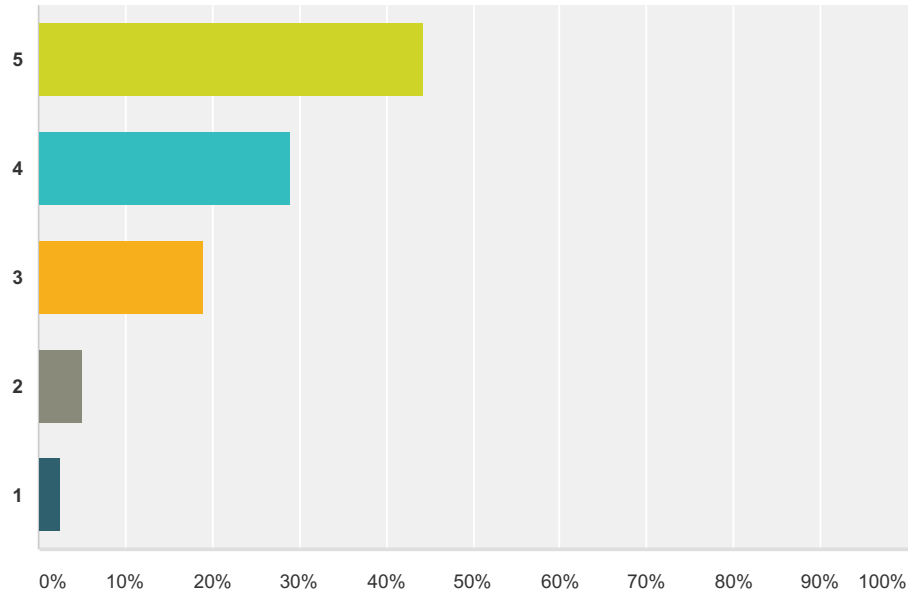


Answer Choices	Responses
Designated REALTOR®	37.97% 30
REALTOR Agent	51.90% 41
MLS Only Agent	0.00% 0
Other	10.13% 8
Total	79

#	Other (please specify)	Date
1	Associate Broker	8/11/2014 9:16 AM
2	Associate Broker	8/10/2014 10:10 AM
3	Realtor Associate/Broker	8/8/2014 2:18 PM
4	Sales Agent	8/7/2014 9:01 AM
5	Admin	8/6/2014 9:28 AM
6	Co-Owner/Broker	8/6/2014 7:09 AM
7	Broker Agent	8/5/2014 5:08 PM
8	Exclusive Buyer Broker	8/5/2014 3:21 PM
9	Realtor Broker	8/1/2014 12:05 PM
10	Broker/Associate	7/31/2014 3:24 PM

Q5 On a scale of 1 – 5 with 5 being the highest value, please rate the value that you receive from the following aspect of your Berkshire County Board of REALTORS membership. 5=Very Valuable 1=Not at all Valuable*Networking with others in your career field

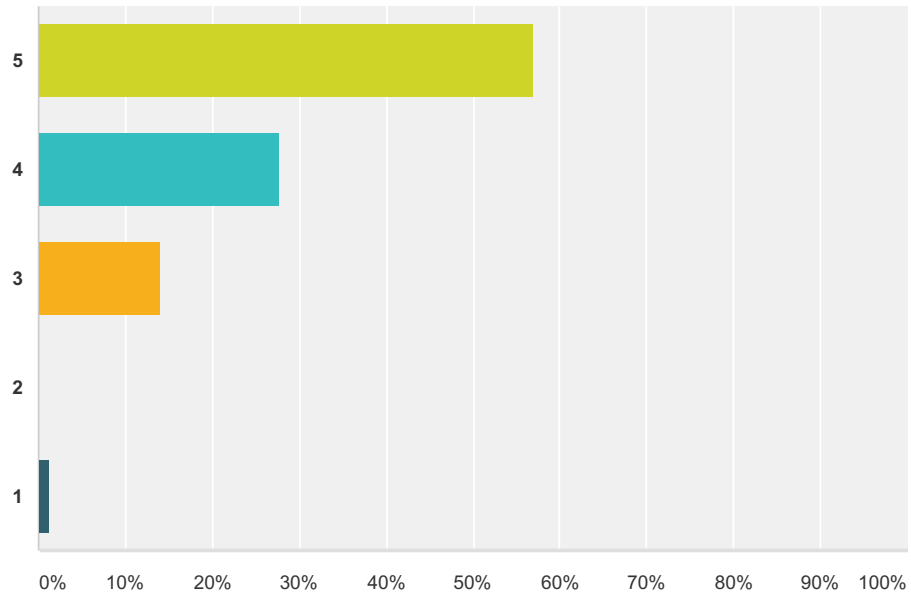
Answered: 79 Skipped: 0



Answer Choices	Responses
5	44.30% 35
4	29.11% 23
3	18.99% 15
2	5.06% 4
1	2.53% 2
Total	79

Q6 On a scale of 1 – 5 with 5 being the highest value, please rate the value that you receive from the following aspect of your Berkshire County Board of REALTORS membership. 5=Very Valuable 1=Not at all Valuable*Learning how to do your job better

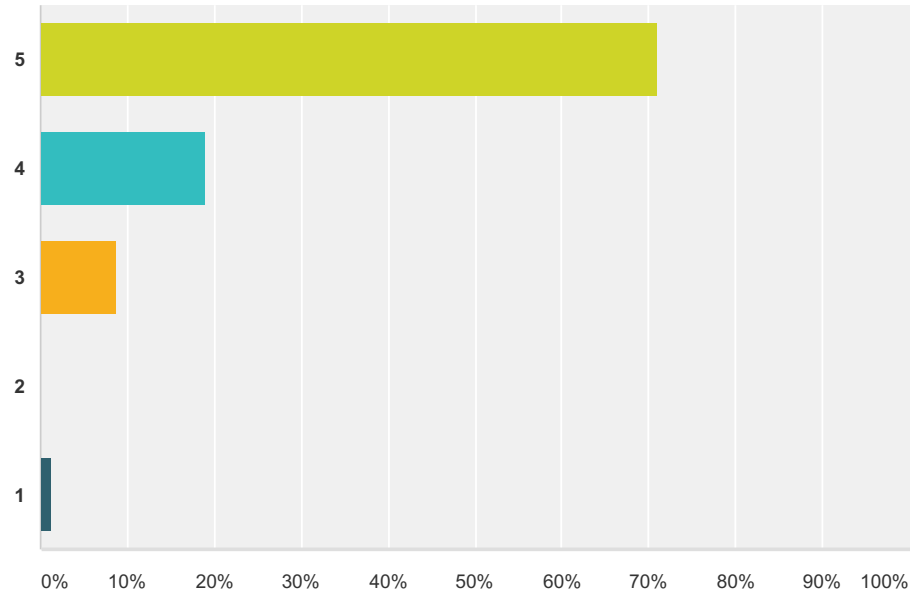
Answered: 79 Skipped: 0



Answer Choices	Responses
5	56.96% 45
4	27.85% 22
3	13.92% 11
2	0.00% 0
1	1.27% 1
Total	79

Q7 On a scale of 1 – 5 with 5 being the highest value, please rate the value that you receive from the following aspect of your Berkshire County Board of REALTORS membership. 5=Very Valuable 1=Not at all Valuable*Staying current in the field of real estate

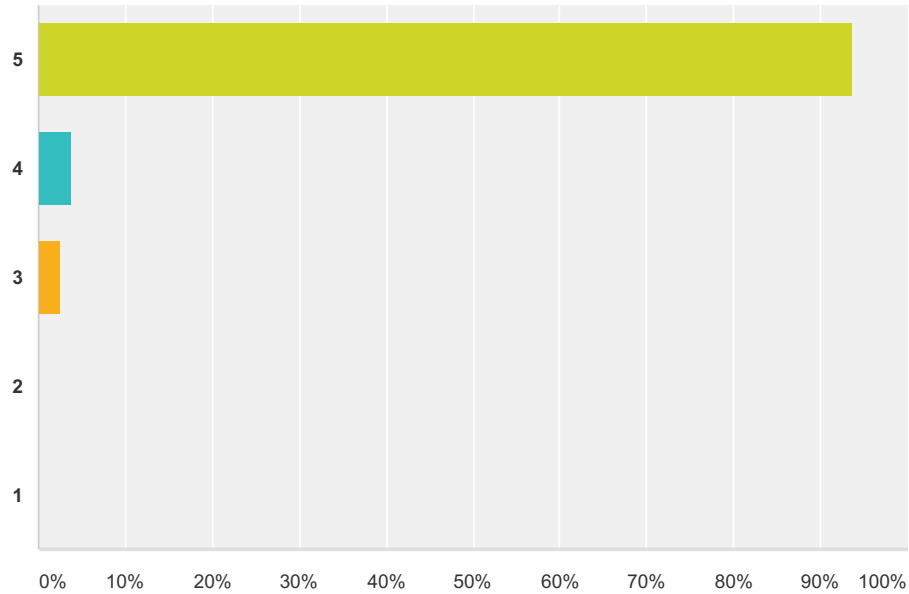
Answered: 79 Skipped: 0



Answer Choices	Responses	Count
5	70.89%	56
4	18.99%	15
3	8.86%	7
2	0.00%	0
1	1.27%	1
Total		79

Q8 On a scale of 1 – 5 with 5 being the highest value, please rate the value that you receive from the following aspect of your Berkshire County Board of REALTORS membership. 5=Very Valuable 1=Not at all Valuable*Access to Multiple Listing Services

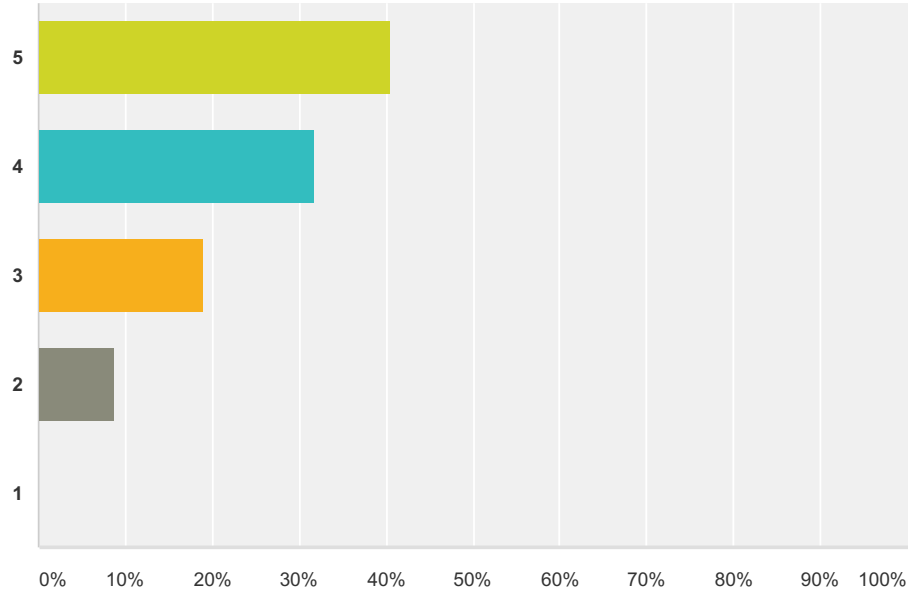
Answered: 79 Skipped: 0



Answer Choices	Responses
5	93.67% 74
4	3.80% 3
3	2.53% 2
2	0.00% 0
1	0.00% 0
Total	79

Q9 On a scale of 1 – 5 with 5 being the highest value, please rate the value that you receive from the following aspect of your Berkshire County Board of REALTORS membership. 5=Very Valuable 1=Not at all Valuable*Image as a REALTOR® in your community

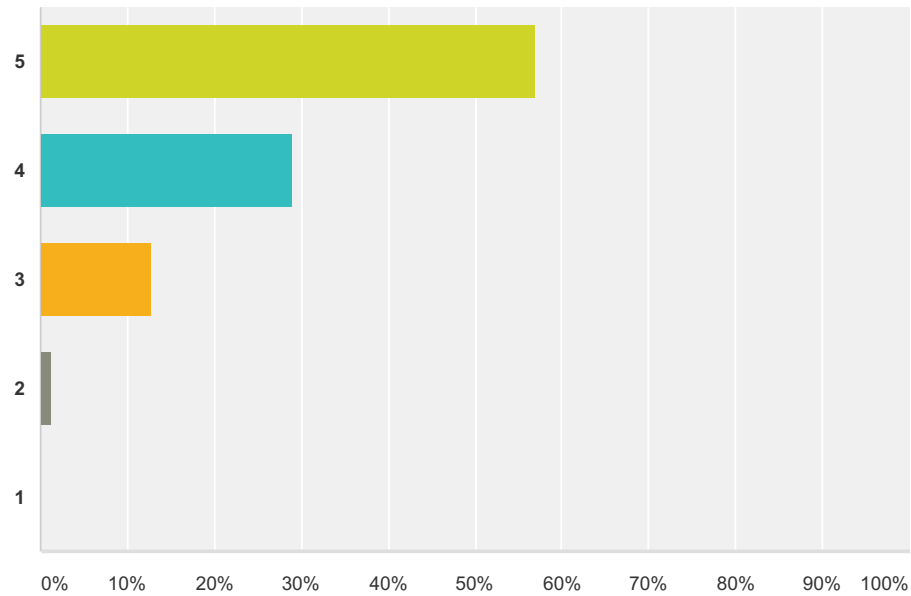
Answered: 79 Skipped: 0



Answer Choices	Responses
5	40.51% 32
4	31.65% 25
3	18.99% 15
2	8.86% 7
1	0.00% 0
Total	79

Q10 On a scale of 1 – 5 with 5 being the highest value, please rate the value that you receive from the following aspect of your Berkshire County Board of REALTORS membership. 5=Very Valuable 1=Not at all Valuable*Access to helpful resources at local, state and national level

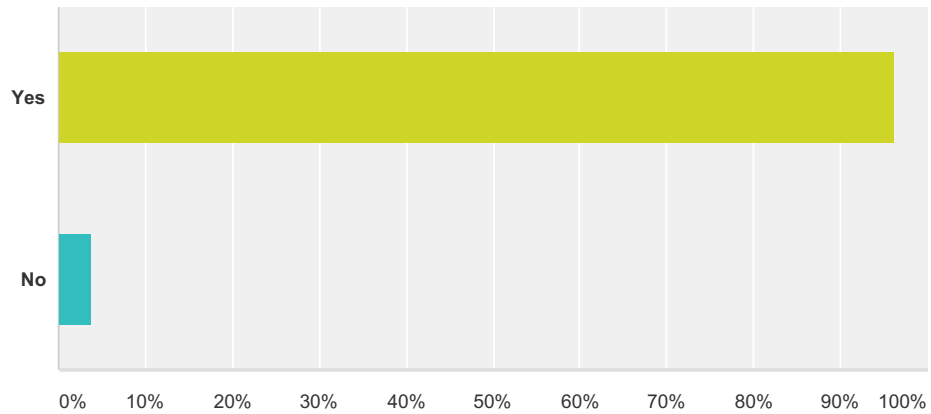
Answered: 79 Skipped: 0



Answer Choices	Responses
5	56.96% 45
4	29.11% 23
3	12.66% 10
2	1.27% 1
1	0.00% 0
Total	79

Q11 The mission of the Berkshire County Board of REALTORS is to support our members by providing services to enhance their ability to conduct businesses ethically, competently and with integrity. Do you feel that the Berkshire County Board of REALTORS is fulfilling its mission statement?

Answered: 79 Skipped: 0



Answer Choices	Responses
Yes	96.20% 76
No	3.80% 3
Total	79

Q12 Please share what types of information, education, products, or services that are NOT currently offered by the Berkshire County Board of REALTORS that would be helpful to you.

Answered: 79 Skipped: 0

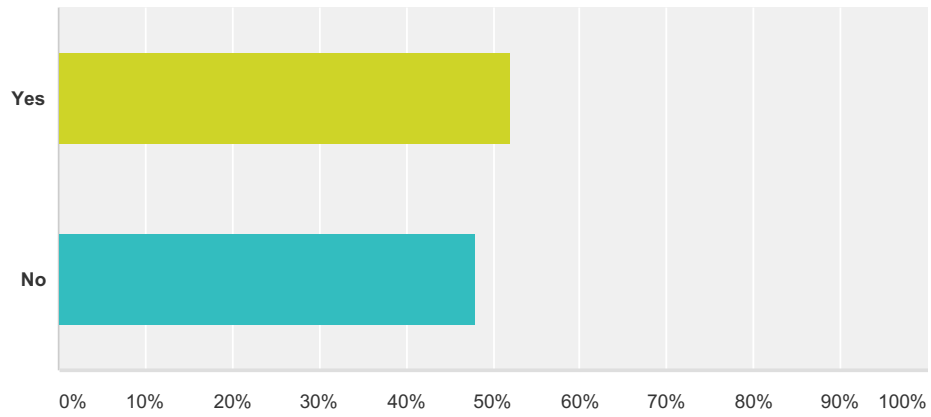
#	Responses	Date
1	advanced accreditation courses	8/28/2014 8:47 AM
2	None that I can think of	8/26/2014 8:57 AM
3	Continue with as much technology training and education as possible to keep with current trends. There is little the board is not offering and for me personally, the challenge can be an inability to attend all relevant trainings. It would be really helpful to be able to access this information beyond the course itself (videos, written material, etc),	8/25/2014 3:11 PM
4	Unsure	8/25/2014 2:06 PM
5	More technology learning opportunities with knowledgeable professionals...	8/25/2014 1:35 PM
6	Greater support for Designated Realtors with more frequent gatherings to discuss relevant issues in our business as well as problems with membership of agents to resolve within individual companies rather than making it a BCBOR office issue.	8/25/2014 9:09 AM
7	Classes specifically for beginners.	8/22/2014 1:39 PM
8	no suggestions	8/22/2014 10:15 AM
9	I feel as if more action needs to be taken with how Zillow and Realtor.com, etc...are selling our listings back to us. It think this is a real issue that needs to be addressed within our realtor community.	8/18/2014 11:00 AM
10	This program on negotiation techniques looks good - and Roger Turcott and a good trainer to bring in. More out of area - nationally known speakers/trainers would be great!	8/16/2014 2:44 PM
11	I am satisfied with the information, education, education and products currently being offered.	8/14/2014 10:43 AM
12	I think you do a great job. When I asked for some more training in an area, you quickly scheduled a class. I can always call and get helpful answers. I really appreciate everything that you do for us.	8/12/2014 11:16 AM
13	Perhaps some more classes on the social medias... facebook, etc.	8/11/2014 4:01 PM
14	higher standards of education and professional conduct	8/11/2014 12:29 PM
15	Excellent in covering needed subjects and access to it.	8/11/2014 10:07 AM
16	More technology classes	8/11/2014 9:56 AM
17	none	8/11/2014 9:29 AM
18	More info on issues affecting our area related to flood, pipelines, anything relating to ability to disclose all pertinent information	8/11/2014 9:16 AM
19	Possibly more studies as changes occur in the market.	8/11/2014 8:24 AM
20	Contact management	8/11/2014 7:38 AM
21	----	8/11/2014 6:46 AM
22	Perhaps more on property management.	8/10/2014 3:58 PM
23	I think the board is doing a fabulous job	8/10/2014 10:10 AM
24	A directory of service providers.	8/9/2014 12:52 PM
25	more flexMLS training	8/9/2014 9:08 AM
26	Lessons to learn my MAC !!! :)	8/8/2014 2:18 PM
27	N/A	8/8/2014 12:43 PM

28	A wide range is offered.....	8/8/2014 7:18 AM
29	Reaching out to foreign markets. Foreigners are buying a lot of real estate in this country, why not the Berkshires?	8/7/2014 3:53 PM
30	Basic Entry Realtor Training	8/7/2014 12:32 PM
31	Appraisal issues	8/7/2014 10:45 AM
32	can not think of anything not currently offered. all trainings are great.	8/7/2014 9:51 AM
33	At this point I'm very satisfied with what the services the board offers.	8/7/2014 9:01 AM
34	I'm not sure	8/7/2014 8:14 AM
35	N/A	8/6/2014 7:58 PM
36	Business consultation	8/6/2014 4:01 PM
37	Evolving issues, Title 5, Wetlands, Flood Insurance, Agency Relationships. We do this but should continue.	8/6/2014 3:24 PM
38	tax services	8/6/2014 2:31 PM
39	would need to think about that	8/6/2014 2:26 PM
40	You cover it all.	8/6/2014 1:55 PM
41	Would be great to have more courses available locally such as the ABR etc. The costs are very high especially after a long recession during which many of us had NEGATIVE income.	8/6/2014 1:45 PM
42	I think more classes with regard to Ethics and Agency should be MANDATORY!!! More Broker/DR classes are always helpful too!	8/6/2014 1:21 PM
43	Nothing that I can think of	8/6/2014 12:30 PM
44	Probably computer skills	8/6/2014 12:17 PM
45	Improving open house situation	8/6/2014 12:12 PM
46	education of all types for real estate	8/6/2014 10:43 AM
47	n/a	8/6/2014 9:28 AM
48	I'd like to see some new topics in CE classes, such as Conservation Easements, Wetland Protection, Scenic Mountain Act, Green Building Standards. I believe some of these are covered in the curriculum, but have not been offered here.	8/6/2014 8:07 AM
49	more commercial related topics	8/6/2014 8:02 AM
50	all necessary services are provided in my opinion.	8/6/2014 7:26 AM
51	CRM program - improved client contact software	8/6/2014 7:11 AM
52	CRM program - improved client contact software	8/6/2014 7:11 AM
53	Our MLS should have a rental section.	8/6/2014 7:09 AM
54	I'd like to think more about this answer it later	8/6/2014 1:25 AM
55	more classes for designations if possible	8/5/2014 10:07 PM
56	I think you are doing fine the way you are.	8/5/2014 6:07 PM
57	Landlord/Tenant rights	8/5/2014 5:08 PM
58	more technology education, more Flex seminars	8/5/2014 4:00 PM
59	Can't think of anything specific right now.. open to everything.	8/5/2014 3:40 PM
60	Many of the seminars and workshops are geared to the LISTING Brokers and do not consider the Exclusive Buyer Broker... the problems that arise in that relationship with the CONSUMER who is ALWAYS A client...	8/5/2014 3:21 PM
61	Much wider syndication of listings	8/5/2014 3:07 PM
62	FLEX needs to take input from members and consistently improve and update FLEX taking into consideration observations from users.	8/5/2014 2:50 PM
63	Facebook training, best practices agent training, consistency in handling multiple offers, what to say and WHAT NOT TO SAY	8/5/2014 2:33 PM

64	Not aware of any?	8/5/2014 2:32 PM
65	Educating and informing members about the ever changing technological tools available.	8/5/2014 2:09 PM
66	I think what they are doing is great and to keep up the good work!	8/5/2014 2:06 PM
67	Rentals on MLS	8/5/2014 2:03 PM
68	You can lead a horse to water.....	8/5/2014 2:02 PM
69	Access to other MLS's.	8/5/2014 1:51 PM
70	None	8/5/2014 1:19 PM
71	I feel the board does an outstanding job of facilitating educational offerings and Realtor events. That said by and large I feel the class offerings are weak at best and offer little substance. This is not the board's fault but rather MAR.	8/5/2014 12:15 PM
72	I like the weekly update that you send. Great job. Keep it coming. Q13-I thought the dues already cover these expenses.	8/2/2014 8:05 AM
73	N/A	8/1/2014 3:55 PM
74	No comment	8/1/2014 12:05 PM
75	?	8/1/2014 11:11 AM
76	I don't have anything to offer here because my head spins all the time - see final comment.	8/1/2014 9:11 AM
77	More classes on commercial real estate would be helpful	8/1/2014 9:10 AM
78	More of the designation education programs like the Sept program for ABR...held in the Berkshires.	7/31/2014 5:46 PM
79	I would like to see more involvement in government affairs and public policy issues on the local level, as well as stronger encouragement for our members to participate in the association at the state and national levels.	7/31/2014 3:24 PM

Q13 Follow up to Question 12: Would you be willing to pay for these services or products in addition to your annual dues?

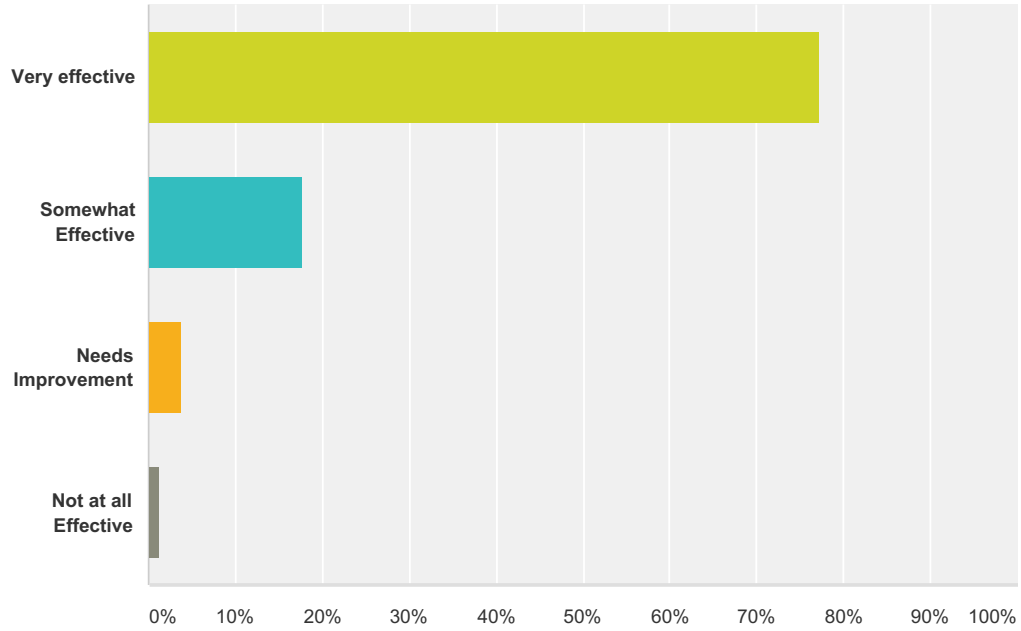
Answered: 79 Skipped: 0



Answer Choices	Responses	
Yes	51.90%	41
No	48.10%	38
Total		79

Q14 How effectively does the Berkshire County Board of REALTORS communicate with its members?

Answered: 79 Skipped: 0



Answer Choices	Responses	Count
Very effective	77.22%	61
Somewhat Effective	17.72%	14
Needs Improvement	3.80%	3
Not at all Effective	1.27%	1
Total		79

Q15 What is our greatest strength in the area of communication?

Answered: 79 Skipped: 0

#	Responses	Date
1	Use of the MLS feed	8/28/2014 8:47 AM
2	Keeping us up to date on the FlexMLS website	8/26/2014 8:57 AM
3	The ability to convey large amounts of information clearly and succinctly (Friday Recaps for example). Additionally, I have ALWAYS felt I could call the board office for further explanation or assistance on any matter whether it has been covered or is one of those "unusual situations" only a realtor might encounter.	8/25/2014 3:11 PM
4	Timely info	8/25/2014 2:06 PM
5	N/A	8/25/2014 1:35 PM
6	Postings on FLEX	8/25/2014 9:09 AM
7	Keeping the MLS website current.	8/22/2014 1:39 PM
8	no particular strengths	8/22/2014 10:15 AM
9	I am appreciating the weekly recap email I have been receiving.	8/18/2014 11:00 AM
10	We like to hear from you..... that is because you are awesome! You care about our success and you are excellent supporters.	8/16/2014 2:44 PM
11	The greatest strength in the area of communication is honesty, integrity, and fairness.	8/14/2014 10:43 AM
12	I love the Friday recaps. They are helpful and pertinent to our business.	8/12/2014 11:16 AM
13	The staff at the Berkshire County Board of Realtors are always available to help or to find the answers to my questions or at the moment problems.	8/11/2014 4:01 PM
14	emails	8/11/2014 12:29 PM
15	communications and access	8/11/2014 10:07 AM
16	Bringing in guest speakers including local and state representatives.	8/11/2014 9:56 AM
17	continuing ed	8/11/2014 9:29 AM
18	Accessibility to get questions answered, very helpful. Great newsletter weekly.	8/11/2014 9:16 AM
19	Keeping us informed of courses, strategies of sales and representatives available to us in this area.	8/11/2014 8:24 AM
20	EVERYTHING is Great	8/11/2014 7:38 AM
21	Always helpful and responsive to emails and phone calls. Weekly reviews. Important messages pop up when opening flex.	8/11/2014 6:46 AM
22	Communicating new issues affecting the RE industry and tips on products and procedures to improve our business.	8/10/2014 3:58 PM
23	Flex messages and email	8/10/2014 10:10 AM
24	The FLEX message board and website.	8/9/2014 12:52 PM
25	emails, website	8/9/2014 9:08 AM
26	Apprising membership with information and email monthly reports.	8/8/2014 2:18 PM
27	N/A	8/8/2014 12:43 PM
28	Availability	8/8/2014 7:18 AM
29	Offering continuing education	8/7/2014 3:53 PM
30	Weekly Update	8/7/2014 12:32 PM
31	Open door policy	8/7/2014 10:45 AM

32	great to get the weekly updates	8/7/2014 9:51 AM
33	Consistent information flow with day to day notifications.	8/7/2014 9:01 AM
34	You actually return phone calls and always give answers to any questions I have.	8/7/2014 8:14 AM
35	MLS pop ups	8/6/2014 7:58 PM
36	Knowledgeable, quick response.	8/6/2014 4:01 PM
37	The SOS meetings with face to face contact are well received. People in South County want more.	8/6/2014 3:24 PM
38	Timely information	8/6/2014 2:31 PM
39	current topics	8/6/2014 2:26 PM
40	Email and Internet	8/6/2014 1:55 PM
41	Meetings where we can have face-to-face discussions with each other and the leadership. E-mails are impersonal.	8/6/2014 1:45 PM
42	You're easily accessible; your weekly reports are great; you are highly educated and keep us informed on matters that help us do business (and keep us out of trouble!)	8/6/2014 1:21 PM
43	Like the broadcast messages. Like the quarterly regional update meetings	8/6/2014 12:30 PM
44	Online info most valuable	8/6/2014 12:17 PM
45	SOS meetings, and mls messages.	8/6/2014 12:12 PM
46	I am not sure	8/6/2014 10:43 AM
47	Weekly recap via email	8/6/2014 9:28 AM
48	The staff is extremely knowledgeable, responsive, and thorough, and helpful in answering questions and resolving problems that I've had.	8/6/2014 8:07 AM
49	consistency	8/6/2014 8:02 AM
50	staff	8/6/2014 7:26 AM
51	Newsletters, notices, availability by phone	8/6/2014 7:11 AM
52	Newsletters, notices, availability by phone	8/6/2014 7:11 AM
53	The board is always available when we have a question. The Friday newsletter is wonderful.	8/6/2014 7:09 AM
54	I feel you are a trusted source of support and information. I feel that you know me and care about my success. You are responsive to my needs as a member. I feel completely supported by you and I think you do an excellent job fulfilling the mission. You ask membership what need and want.	8/6/2014 1:25 AM
55	the actual live speakers are always great!	8/5/2014 10:07 PM
56	MLS	8/5/2014 6:07 PM
57	Weekly email and Facebook presence.	8/5/2014 5:08 PM
58	Friday update	8/5/2014 4:00 PM
59	accessibility and knowledge..	8/5/2014 3:40 PM
60	continuing ed	8/5/2014 3:21 PM
61	Not personally aware of a 'greatest strength'	8/5/2014 3:07 PM
62	Being available when they are needed	8/5/2014 2:50 PM
63	The new weekly bulletin is excellent. Sandy, Sue and Kim's knowledge is extraordinary.	8/5/2014 2:33 PM
64	Message Board, Emails and always being available!	8/5/2014 2:32 PM
65	Your Friday updates are terrific. Effort to have regional meetings is appreciate. You can lead a horse to...	8/5/2014 2:09 PM
66	They are there to help if any questions come by	8/5/2014 2:06 PM
67	communicate well	8/5/2014 2:03 PM
68	Member meetings Email Flex pop ups	8/5/2014 2:02 PM
69	Daily message board and weekly summary.	8/5/2014 1:51 PM

70	Newsletter, annual meeting content	8/5/2014 1:19 PM
71	The ability to stay completely abreast of local, regional and national issues and trends and rapidly and clearly communicate the same to the entire membership. If a member feels they are not well informed it's because they choose to not be informed.	8/5/2014 12:15 PM
72	The information passed on to us has been thoroughly researched, timely, and is informative.	8/2/2014 8:05 AM
73	FLex and email.	8/1/2014 3:55 PM
74	no suggestions	8/1/2014 12:05 PM
75	?	8/1/2014 11:11 AM
76	Multi- platform communications.	8/1/2014 9:11 AM
77	Consistent sending weekly updates, emails, facebook updates, and messages in flex!	8/1/2014 9:10 AM
78	The e-mail communication and education particularly the Friday updates...	7/31/2014 5:46 PM
79	The weekly update is OUTSTANDING, as well as active outreach in the form of the SOS meetings. Our staff is always right on top of things and is more than willing to address all member issues and concerns on the spot. All information is easily accessible on the website as well. Our board ROCKS communication.	7/31/2014 3:24 PM

Q16 How do you suggest we improve communications to you or the public?

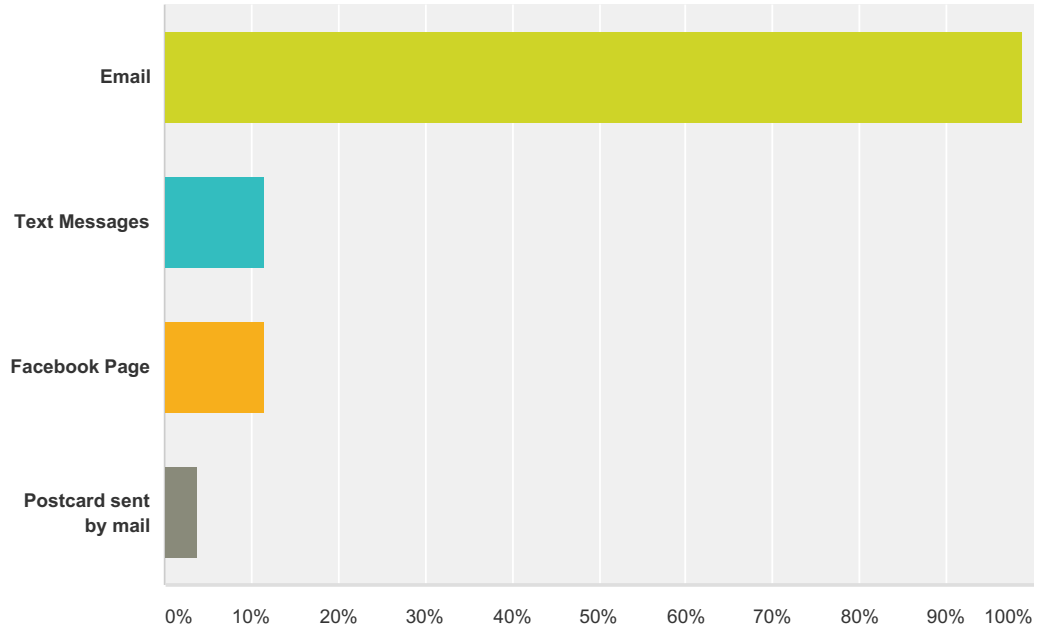
Answered: 31 Skipped: 48

#	Responses	Date
1	send out email reminders	8/28/2014 8:47 AM
2	You do a great job!	8/26/2014 8:57 AM
3	I think you communicate well and the information is available to people who make the effort to access it.	8/25/2014 3:11 PM
4	More face to face contact.	8/25/2014 1:35 PM
5	Currently satisfactory	8/25/2014 9:09 AM
6	I think you're doing a fine job.	8/22/2014 1:39 PM
7	I believe the current communication system is working.	8/14/2014 10:43 AM
8	I like the weekly updates	8/11/2014 12:29 PM
9	E-mail and classes	8/11/2014 10:07 AM
10	Content with the current communication means	8/11/2014 9:56 AM
11	More public awareness	8/11/2014 9:16 AM
12	I am satisfied overall with communications.	8/11/2014 8:24 AM
13	Public relations promo	8/11/2014 7:38 AM
14	I have heard very little about our public facing site and feel we should be deciding as a group what direction this is going to take. I get no leads from it that I am aware of.	8/10/2014 3:58 PM
15	n/a	8/10/2014 10:10 AM
16	None	8/9/2014 12:52 PM
17	Doing a god job.	8/8/2014 7:18 AM
18	Update our public website, find ways to link it to Berkshire Chambers	8/7/2014 12:32 PM
19	No improvement needed with me. As far as the public goes I don't know.	8/7/2014 8:14 AM
20	unsure	8/6/2014 7:58 PM
21	Already very good!	8/6/2014 4:01 PM
22	Shout outs in SOS meetings are educational and appreciated. E-mail links on the web-site or Flex Board to refer to when needed.	8/6/2014 3:24 PM
23	lots of info it seems via Facebook, but I am never on Facebook Better websites	8/6/2014 2:26 PM
24	Same	8/6/2014 1:55 PM
25	Via newspaper and in magazines such as The Berkshire Homebuyers Guide. The public must be encouraged to trust their local Realtors.	8/6/2014 1:45 PM
26	Do not know	8/6/2014 12:17 PM
27	I'd like to see us do more with the BVB and others to promote the Berkshires in our 'feeder markets' (Boston, NY, Florida) as a place to live, retire, and vacation, geared to second-home buyers, those anticipating a transition into retirement here, and those who might relocate their primary residences from NY and elsewhere. As a second-home destination, we offer a lot more for the money that competing areas, such as the Hamptons.	8/6/2014 8:07 AM
28	I feel communication is satisfactory.	8/6/2014 7:26 AM
29	I am not clear about how you communicate to the public currently?	8/6/2014 7:09 AM
30	I'd like to think more about this answer it later	8/6/2014 1:25 AM

31	Continue with e-mails but maybe a better subject line to stress the contents--also easier to go back to e-mails when you know what to look for	8/5/2014 10:07 PM
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Q17 How do you prefer to receive information from the Berkshire County Board of REALTORS?

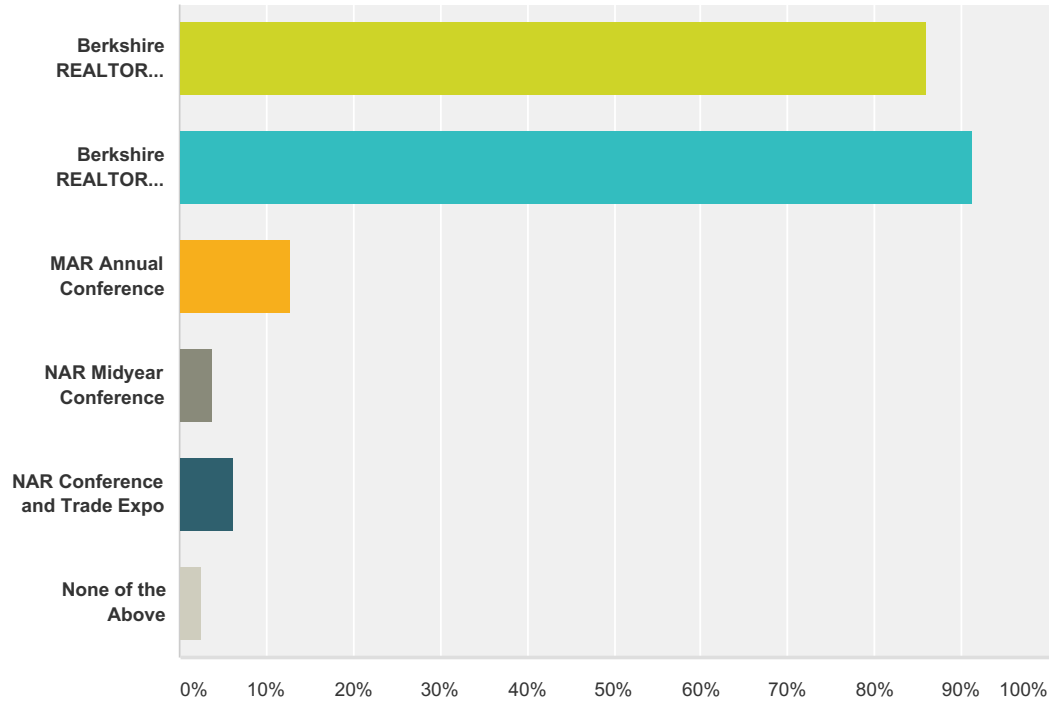
Answered: 79 Skipped: 0



Answer Choices	Responses
Email	98.73% 78
Text Messages	11.39% 9
Facebook Page	11.39% 9
Postcard sent by mail	3.80% 3
Total Respondents: 79	

Q18 Please mark all of the following events you have attended during the past two years:

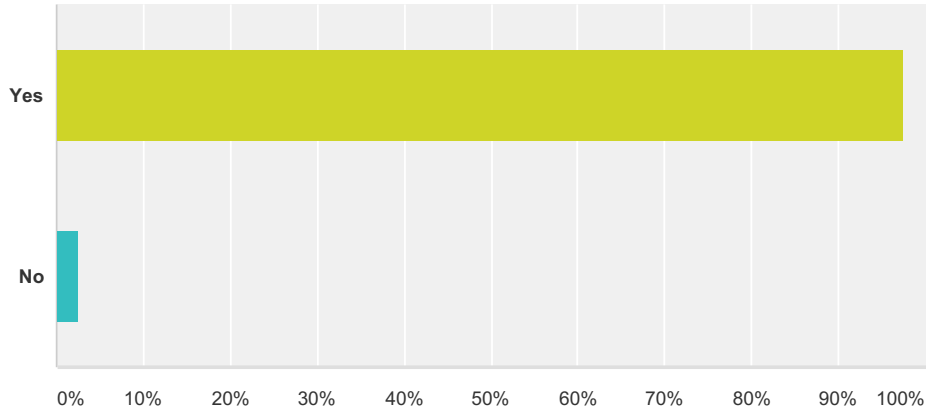
Answered: 79 Skipped: 0



Answer Choices	Responses
Berkshire REALTOR Meetings / Events	86.08% 68
Berkshire REALTOR Continuing Education	91.14% 72
MAR Annual Conference	12.66% 10
NAR Midyear Conference	3.80% 3
NAR Conference and Trade Expo	6.33% 5
None of the Above	2.53% 2
Total Respondents: 79	

Q19 Do you feel that the Berkshire County Board of REALTORS keeps you current by providing you with industry trends and education programs?

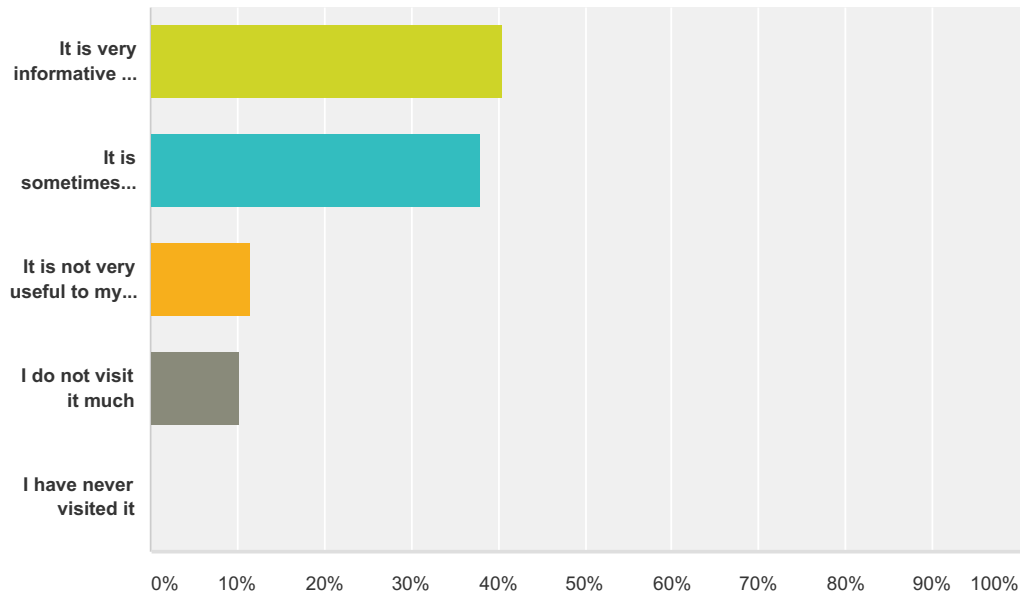
Answered: 79 Skipped: 0



Answer Choices	Responses
Yes	97.47% 77
No	2.53% 2
Total	79

Q20 How do you feel about the Berkshire County Board of REALTORS' website – select one of the following:

Answered: 79 Skipped: 0



Answer Choices	Responses
It is very informative and relevant to my business	40.51% 32
It is sometimes useful to me	37.97% 30
It is not very useful to my business	11.39% 9
I do not visit it much	10.13% 8
I have never visited it	0.00% 0
Total	79

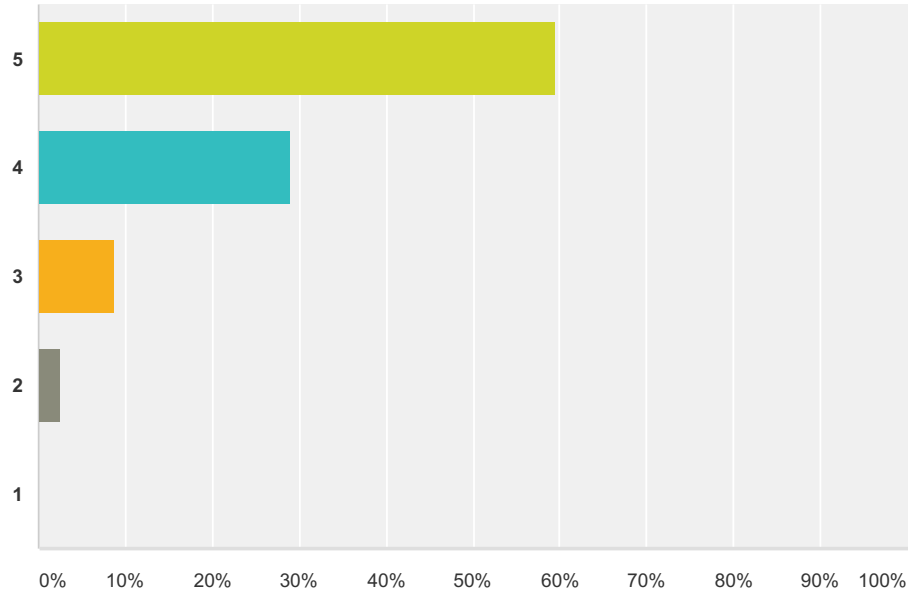
Q21 What suggestions do you have to make the website more helpful to you?

Answered: 27 Skipped: 52

#	Responses	Date
1	Remove the search capabilities	8/28/2014 8:47 AM
2	Make it more user friendly. It's very difficult to navigate.	8/25/2014 1:35 PM
3	Just keep doing what they are presently doing	8/25/2014 9:09 AM
4	I don't visit the website very often, but do find it to be useful and easy to read and follow.	8/14/2014 10:43 AM
5	None	8/11/2014 10:07 AM
6	Satisfied	8/11/2014 9:56 AM
7	I am satisfied with the website.	8/11/2014 8:24 AM
8	n/a	8/10/2014 10:10 AM
9	None	8/9/2014 12:52 PM
10	?	8/7/2014 8:14 AM
11	N/A	8/6/2014 7:58 PM
12	Suggestion Box as issues emerge for Real Estate Agents/Brokers.	8/6/2014 3:24 PM
13	Perhaps making it more user friendly to those of us who are not technologically savvy.	8/6/2014 1:45 PM
14	none	8/6/2014 12:30 PM
15	Need to develop computer skills	8/6/2014 12:17 PM
16	It's not fair of me to answer #20 because I simply don't use it. I might find it useful if I looked at it, but I just don't tend to do that.	8/6/2014 12:12 PM
17	It works for me.	8/6/2014 8:07 AM
18	consolidate them, make the member only site private - require login	8/6/2014 8:02 AM
19	I'd like to think more about this answer it later	8/6/2014 1:25 AM
20	I will have more feedback as I get better acquainted with the site.	8/5/2014 10:07 PM
21	I have a client who I think may be more typical of the newer Out -of -town Buyer...wants to know where these prices come from...wants STATISTICS...so many go n Trulia and Zillow and have different values because these web-sites LUMP the entire county together	8/5/2014 3:21 PM
22	New membership forms are outdated.	8/5/2014 2:33 PM
23	Less info Simpler is easier	8/5/2014 2:02 PM
24	None - typically when I do go to the site I find what I am looking for.	8/5/2014 12:15 PM
25	Some areas need updating.	8/1/2014 11:11 AM
26	consolidate the sites, password protect members only site	8/1/2014 9:10 AM
27	I would like to see something that specifically lists out what RPAC has accomplished recently and encouraging members to contribute their fair share. Too many are not aware what RPAC actually does for us and how much each of our businesses benefit directly. Putting a dollar figure to each beneficial action could help.	7/31/2014 3:24 PM

Q22 Please rate the overall value that you receive from your REALTOR® membership. (1 being no value, 5 being highest value**)**

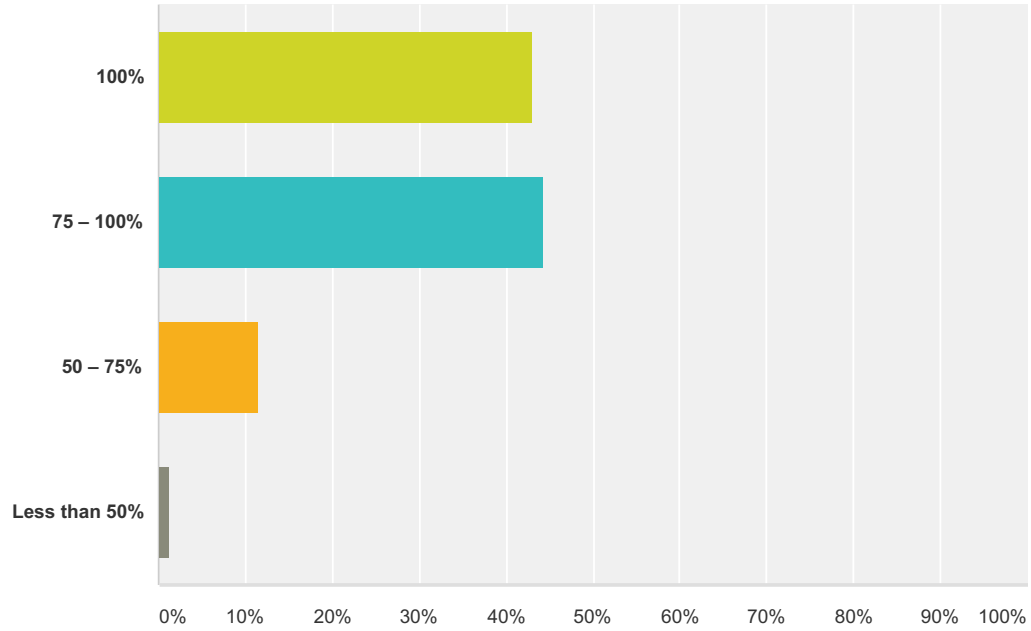
Answered: 79 Skipped: 0



Answer Choices	Responses
5	59.49% 47
4	29.11% 23
3	8.86% 7
2	2.53% 2
1	0.00% 0
Total	79

Q23 What percentage of the emails that you receive from the Berkshire County Board of REALTORS do you open and read?

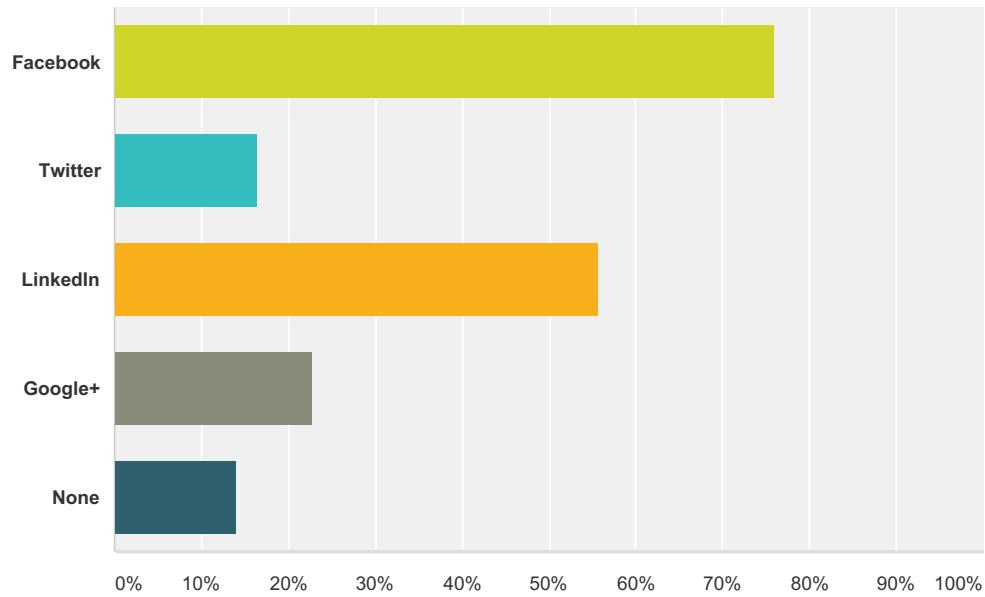
Answered: 79 Skipped: 0



Answer Choices	Responses	
100%	43.04%	34
75 - 100%	44.30%	35
50 - 75%	11.39%	9
Less than 50%	1.27%	1
Total		79

Q24 Do you currently utilize any of the following social media sites - select as many as apply.

Answered: 79 Skipped: 0



Answer Choices	Responses
Facebook	75.95% 60
Twitter	16.46% 13
LinkedIn	55.70% 44
Google+	22.78% 18
None	13.92% 11
Total Respondents: 79	

#	Other (please specify)	Date
1	Hoot Suite, Instagram, Pinterest	8/25/2014 9:09 AM
2	instagram	8/18/2014 11:00 AM
3	Pinterest	8/6/2014 7:11 AM
4	Pinterest	8/6/2014 7:11 AM
5	pinterest	8/6/2014 1:25 AM
6	(Zillow Trulia)	8/5/2014 3:21 PM
7	Century 21 Franchise media program	8/5/2014 3:07 PM

Q25 What issues or problems do you face in your business that you think could be solved with our help or direction?

Answered: 33 Skipped: 46

#	Responses	Date
1	none so far	8/28/2014 8:47 AM
2	A question I hear a lot from new associates that I feel ill equipped to answer is exactly how to start their career and be successful selling real estate in the Berkshires. I am a strong proponent of the DR training that is in the works and believe it is critical to this necessary training of new associates.	8/25/2014 3:11 PM
3	Keeping current on industry trends that effect us LOCALLY not nationally!!!	8/25/2014 1:35 PM
4	The problems with our membership following our rules & regs	8/25/2014 9:09 AM
5	The staff is always very responsive when I have a question or concern and I appreciate it.	8/22/2014 1:39 PM
6	Any issues that have come forefront I have been able to work out with my DR.	8/14/2014 10:43 AM
7	Really one of my weaknesses are the use of social media.. It seems like it takes a lot of time to first of all learn it and then just another place or two to keep up with! I think I'm getting lost on this social media stuff..... maybe some more classes on facebook, linked in , twitter, etc. would be nice.	8/11/2014 4:01 PM
8	Technolgy	8/11/2014 10:07 AM
9	The challenges we have with competing with Zillow and Trulia. Clients/customers want to know why they should trust our comps and why our entries are not the same.	8/11/2014 9:56 AM
10	Being fairly new, I am still learning as I go along.	8/11/2014 8:24 AM
11	Human psychology!!! JK...	8/11/2014 7:38 AM
12	Threat of large portals taking over or damaging our business.	8/10/2014 3:58 PM
13	n/a	8/10/2014 10:10 AM
14	None	8/9/2014 12:52 PM
15	The lack of understanding by others of Facilitation and also of the selling firm's right to establish their own fee, apart from that offered in MLS, and to be permitted to have that included and therefore paid out of the total selling price.	8/8/2014 12:43 PM
16	Marketing the Berkshires as a whole. We need a larger share of the 2nd home market as we are equidistant to NYC and Boston.	8/7/2014 3:53 PM
17	Honesty and integrity and the lack of consequences for not being honest	8/7/2014 10:45 AM
18	As I'm a new agent I don;t have any issues at this time.	8/7/2014 9:01 AM
19	My lack of organization.	8/7/2014 8:14 AM
20	2% for Buyer's Agency	8/6/2014 7:58 PM
21	Agents need to telephone when important e-mails are sent to verify receipt. This lack of etiquette creates conflict in business.	8/6/2014 3:24 PM
22	social media setup and staying current	8/6/2014 2:26 PM
23	It's the economy.....	8/6/2014 1:45 PM
24	As mentioned before, always can use more classes on Agency (with good teachers) and legal issues.	8/6/2014 1:21 PM
25	None	8/6/2014 12:17 PM
26	Open house attendance issues. Streamlining rental situation?	8/6/2014 12:12 PM
27	looking forward to the negotiation class.	8/6/2014 10:43 AM
28	MLS Forms being able to auto fill Seller or buyer info on all forms selected after typing in one form.	8/6/2014 9:28 AM

29	The main issues and problems now have to do with shifting demographics and the economy. Don't think y'all can do much about those.	8/6/2014 8:07 AM
30	Need time to think about this question	8/6/2014 7:09 AM
31	I'd like to think more about this answer it later	8/6/2014 1:25 AM
32	I think that the resources you offer and the networking you provide can pretty much answer anything I would need!	8/5/2014 10:07 PM
33	better utilize social media	8/5/2014 4:00 PM

Q26 Is there anything else you'd like to share to be considered in our Strategic Planning process?

Answered: 36 Skipped: 43

#	Responses	Date
1	no thank you	8/28/2014 8:47 AM
2	N/A	8/25/2014 1:35 PM
3	New trends in technology and the "value & need of the real estate professional in coming years	8/25/2014 9:09 AM
4	Not that I can think of right now. Good luck and thank you.	8/22/2014 1:39 PM
5	Being made aware of all meetings open to the members and not seperating South county from central or North county meetings so we are all privy to the same info at the same time.	8/11/2014 10:07 AM
6	How do we answer the above questions?	8/11/2014 9:56 AM
7	Not at this time.	8/11/2014 8:24 AM
8	Not this second.	8/11/2014 7:38 AM
9	n/a	8/10/2014 10:10 AM
10	No	8/9/2014 12:52 PM
11	What is to be done with the accumulation of reserve funds?	8/8/2014 12:43 PM
12	You've probably already done it but how about advertising the Berkshires in New York and Boston markets?	8/7/2014 3:53 PM
13	Not at this time.	8/7/2014 9:01 AM
14	Help with Broker Open House attendance	8/7/2014 8:14 AM
15	checking listing contracts to verify all info on them like stated Buyer's Agency comp. and real MLS comp. offered.	8/6/2014 7:58 PM
16	Very interested in how to adapt to new real estate industry trends.	8/6/2014 4:01 PM
17	Communication of information is paramount to our industry. Education is key to keep us professional.	8/6/2014 3:24 PM
18	don't try to cater to 100% of the membership. 20% don't care and another 10% are just a pain in the butt. Focus on the top performing 50%	8/6/2014 2:26 PM
19	If you know the winning lottery number.....?	8/6/2014 1:45 PM
20	You're the best! :)	8/6/2014 1:21 PM
21	Not at this time	8/6/2014 12:17 PM
22	Yes. Figuring out if there are ways we could be promoting the Berkshires--and perhaps NEW ANGLES on what the Berkshires offers--as a BRAND. In other words how do we think outside the box and get NEW BUYERS TO SHOW UP in the Berkshires.	8/6/2014 12:12 PM
23	I think our buyer profile is undergoing a major shift, particularly in the second-home market. The classical music audience is dying out, and I think outdoor activities are overtaking cultural ones in importance. Parents are more likely to be locked in to their childrens' extracurricular schedules so it's difficult for families to get away (2.5 hours from NYC), and the cost of NY and second-home ownership is now higher than ever, even as people are still feeling the impact of the Great Recession. I think we need to do more to reach potential retirees, singles, couples with either very young or older children, and to emphasize the breadth of amenities here, cultural, outdoor, culinary, etc.	8/6/2014 8:07 AM
24	I'd like to think more about this answer it later	8/6/2014 1:25 AM
25	Might not be very strategic but why can't land listings have the road frontage as a mandatory field or at least an option?	8/5/2014 10:07 PM
26	Very interested in learning any new approaches to becoming better at this work.	8/5/2014 3:40 PM
27	If we want to be MORE inclusive then we have to INCLUDE problems brokers are having and how to solve these problems ...why not ask ...what are people's BURNING ISSUES?	8/5/2014 3:21 PM

28	Enforcing violations.	8/5/2014 2:50 PM
29	Curtailing Print Advertising Costs for our Membership. Using our membership to exert purchasing power discounts.	8/5/2014 2:33 PM
30	I like being involved and need to learn to balance my time.	8/5/2014 2:32 PM
31	BTW...I think the Question #13 should have read "Follow up to Question #12" ...not question #11...?	8/5/2014 1:51 PM
32	Only how we (Realtors in general) can remain relevant in the face of the growing trend of public facing, on-line, offerings (Zillow-Trulia, etc.).	8/5/2014 12:15 PM
33	I would like to see an itemized list of what the dues go to support, if not already reported out to us.	8/2/2014 8:05 AM
34	Your office does an AMAZING job. Really.	8/1/2014 12:05 PM
35	I think there's something about staying afloat while navigating a paradigm shift. There's so much uncertainty and so much change and maybe part of what we have to know and be able to share with members is how to evaluate the new tools and trends for their effectiveness for THEIR business. There are so many things that came down the pike that I am grateful I didn't spend time and money to take on. On the other hand there are so many things that came down the pike that I didn't take on that I'm now kicking myself for. I'd like to think there's a better strategy than getting lucky enough to pick the right things while letting the others fly by.	8/1/2014 9:11 AM
36	MAR research recently has clearly shown that we have to communicate by different means to different age groups, both in the profession and with consumers. The Realtor brand, along with the clear understanding of the significance of The Code needs to be at the forefront of all we do. It is what separates us from a very ugly and unprofessional herd.	7/31/2014 3:24 PM