

Member Survey Results for the Berkshire County Board of Realtors®



December 31, 2018

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Executive Summary

Berkshire County Board of Realtors® (BCBOR) conducted a member survey in advance of strategic planning meetings so that those meeting discussions could be informed by member perceptions of the organization and its association and MLS services and products. BCBOR promoted the online survey to members electronically, and over the course of several weeks 189 members responded, providing a margin of error of +/- 5.6% for questions where all respondents answered.

Following is a table showing satisfaction at a glance:

	Calculated Score*	Very satisfied (Excellent)	Somewhat satisfied (Good)	Somewhat dissatisfied (Acceptable)	Very dissatisfied (Poor)
OVERALL					
Board	245	79%	17%	3%	2%
MLS	226	70%	25%	3%	2%
MLS SYSTEM					
Overall	135	39%	42%	15%	3%
Mobile Web	19	16%	45%	23%	17%
iOS	0	15%	39%	27%	19%
FBS Support	182	52%	39%	7%	2%
OTHER PRODUCTS					
RPR	105	27%	55%	13%	6%
ListHub	84	20%	56%	20%	4%
BOARD					
Consumer Outreach	151	37%	54%	8%	2%
Advocacy	156	39%	52%	7%	2%
Member Services	204	64%	26%	8%	2%
Brokerage Support	168	52%	33%	12%	3%
Member/Tech Support	226	70%	24%	5%	1%
Education	190	53%	40%	6%	1%
Member Website	178	49%	42%	8%	1%
VALUE	132	38%	43%	16%	3%

**The score is calculated as follows: three times excellent, plus good, minus fair, minus three times poor. It very simply describes the relative ratings of each item. For example, of all the core board functions, consumer outreach is rated lowest with a score of 151 and consumer advocacy is rated second lowest, with a score of 156.*

Following are key points:

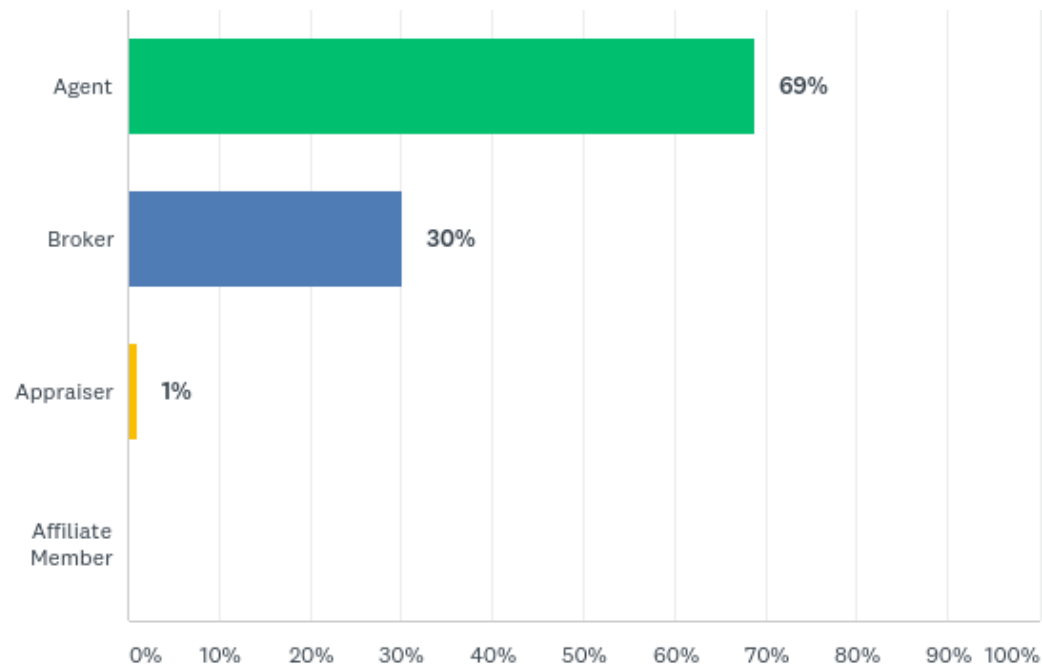
- Overall satisfaction with both the board and the MLS is excellent, each 95% positive with a large majority being very satisfied.
- Satisfaction with FlexMLS is good, with 82% rating it positively. Top producers rated the MLS system less highly than others, and it may be worth performing a focus group to gain further insight from this group. Only 61% rated the mobile web version positively and only 54% rated the iOS app positively, so exploration of other mobile options may be desired. When asked how to improve the MLS system, the most common answers were to improve mobile capabilities and to make the system work better for rentals.
- RPR satisfaction is 82% positive, though only 27% rate it excellent. RPR data could be better and it could be more user-friendly.
- ListHub satisfaction is 76% positive, though only 20% rate it excellent.
- Members were highly satisfied with the board in every core area.
 - Member engagement is generally good: 49% read the Friday newsletter every week and 36% read it most weeks. 14% were unaware of the Housing Summit.
 - There are opportunities for improvement:
 - Only 17% have visited the Facebook or website pages for consumer listings search
 - Only 51% had used the Market Watch report or video
 - Consumer outreach and advocacy were the lowest rated core areas – if these areas are important to members, then efforts should be made to improve those areas and/or awareness of efforts.
 - Some respondents indicated an interest in having more educational offering variety and online courses and a variety of other recommendations for improvement were made.
- 81% rate board value positively.
- Given the current value perception, only 20% said they would cease being a Realtor® if they could access the MLS without it. For comparison, other boards around the country with a lower value perception typically see 28-35% drop-off in membership when being a Realtor is not required to access the MLS.

BCBOR may wish to let members know that their voices were heard through this survey and that specific actions are being taken to address issues. Once improvements are made, another survey can be performed and, assuming ratings will improve, those results shared with members.

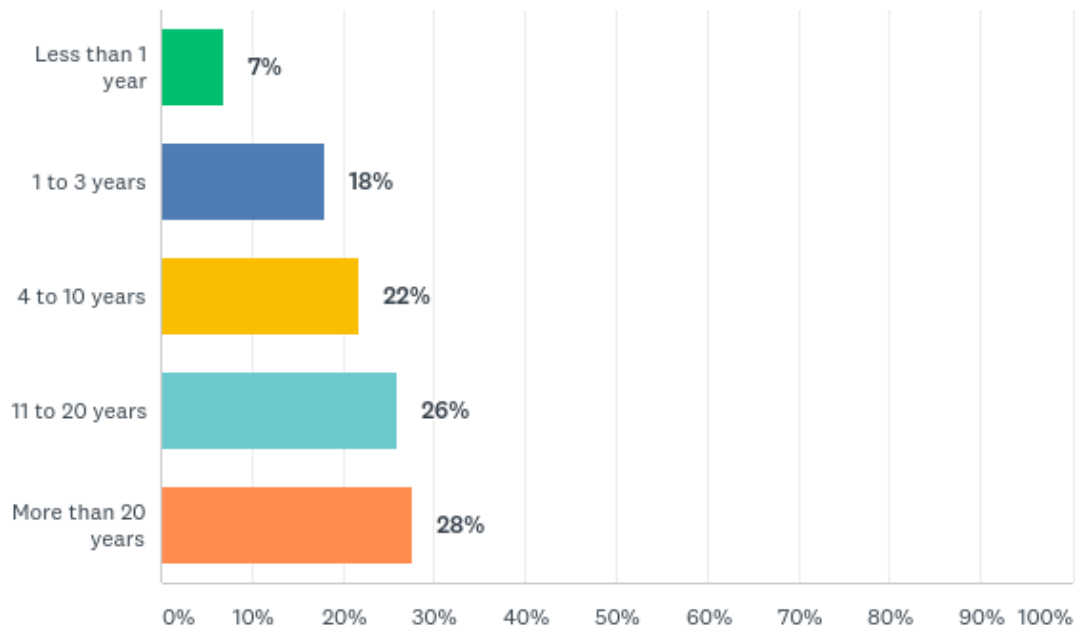
Profile Questions

The following user profile results can be used to understand the composition of the pool of survey respondents and will be used later in this report to examine how responses to other questions correlate against different segments of respondents.

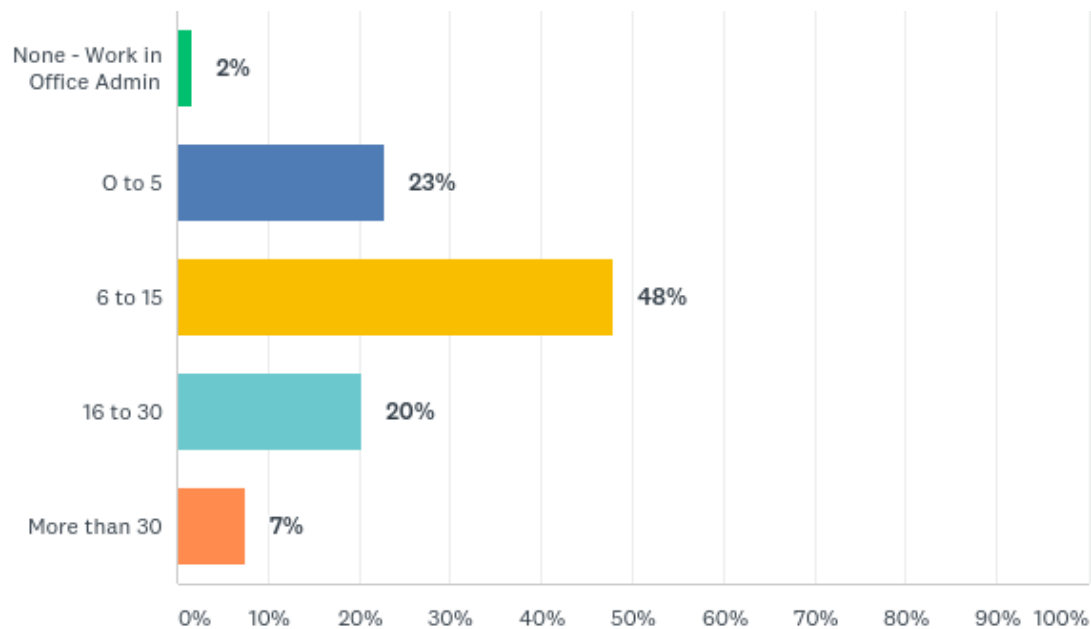
How do you primarily identify yourself?



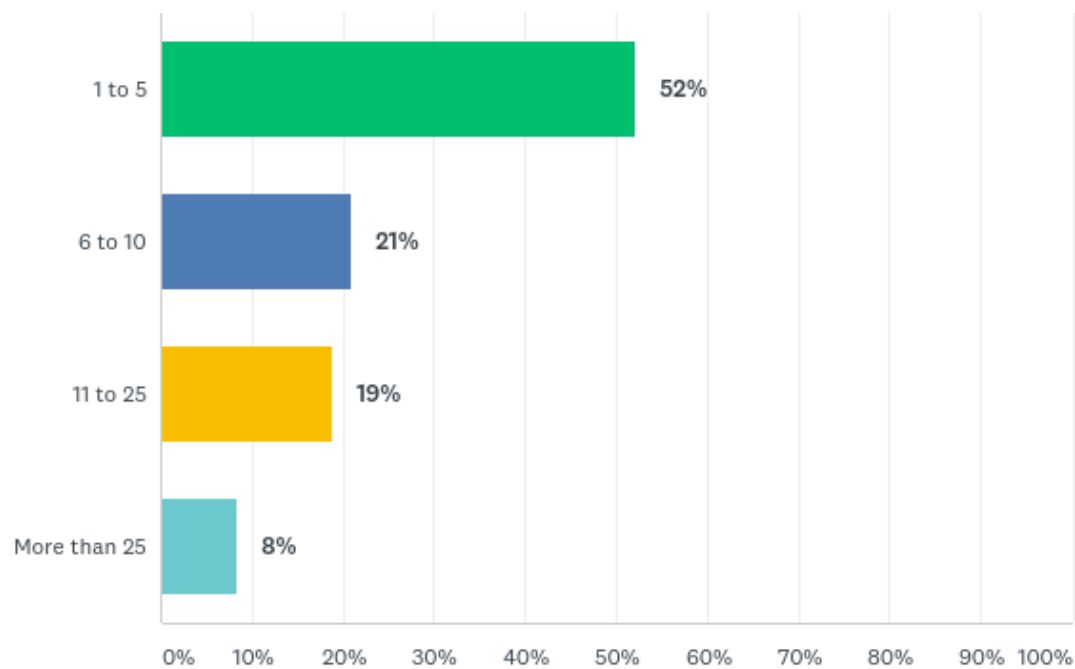
How long have you been a real estate professional?



How many real estate transactions are you involved in per year?



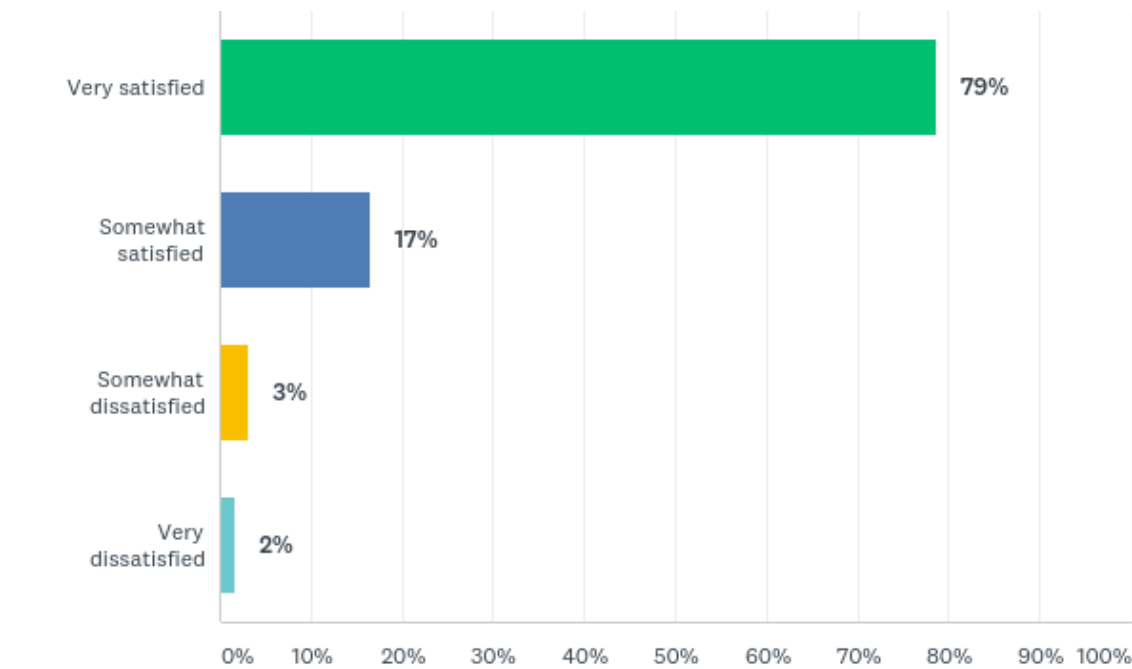
If you are a BROKER, how many agents work for you?



Overall Satisfaction

Overall satisfaction with both the board and the MLS is excellent, each 95% positive with a large majority being very satisfied.

How would you rate your overall satisfaction with the board?



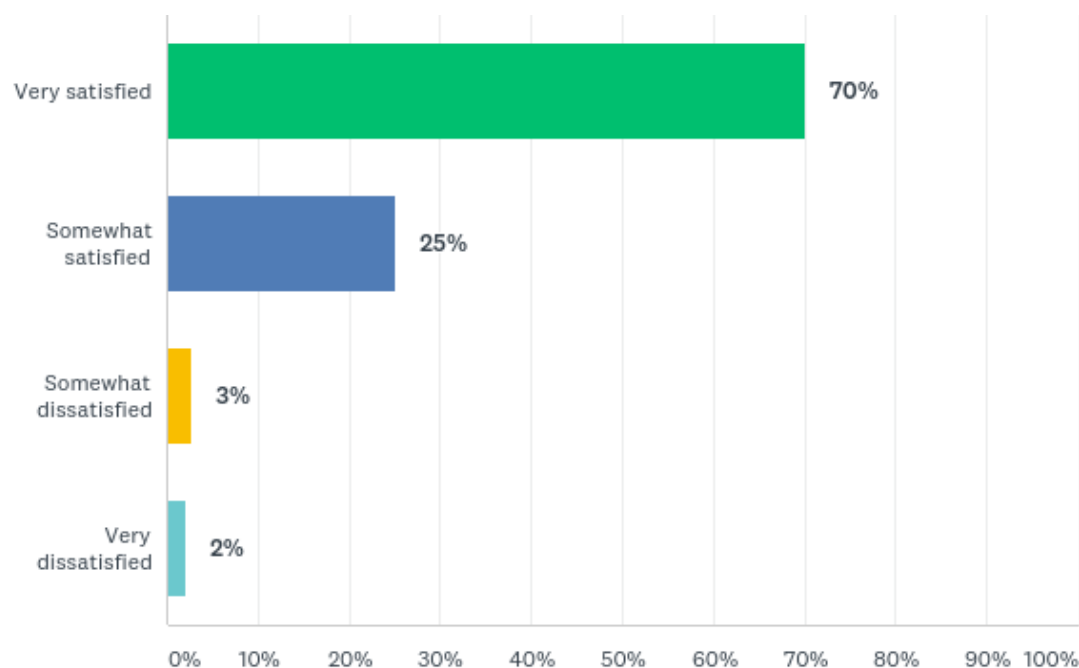
Years in the business did not correlate with board satisfaction:

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL
Q2: Less than 1 year	77% 10	23% 3	0% 0	0% 0	7% 13
Q2: 1 to 3 years	76% 25	21% 7	0% 0	3% 1	18% 33
Q2: 4 to 10 years	90% 37	7% 3	2% 1	0% 0	22% 41
Q2: 11 to 20 years	84% 41	10% 5	6% 3	0% 0	26% 49
Q2: More than 20 years	67% 34	25% 13	4% 2	4% 2	27% 51
Total Respondents	147	31	6	3	187

Neither did brokerage size:

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL
Q4: 1 to 5	84% 21	0% 0	8% 2	8% 2	52% 25
Q4: 6 to 10	80% 8	10% 1	10% 1	0% 0	21% 10
Q4: 11 to 25	67% 6	33% 3	0% 0	0% 0	19% 9
Q4: More than 25	100% 4	0% 0	0% 0	0% 0	8% 4
Total Respondents	39	4	3	2	48

How would you rate your overall satisfaction with the MLS organization?



Years in the business did not correlate with MLS satisfaction:

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL
Q2: Less than 1 year	69% 9	31% 4	0% 0	0% 0	7% 13
Q2: 1 to 3 years	71% 24	26% 9	0% 0	3% 1	18% 34
Q2: 4 to 10 years	83% 34	15% 6	0% 0	2% 1	22% 41
Q2: 11 to 20 years	75% 36	21% 10	2% 1	2% 1	26% 48
Q2: More than 20 years	55% 28	35% 18	8% 4	2% 1	27% 51
Total Respondents	131	47	5	4	187

Smaller brokerages did not rate the MLS as highly as larger brokerages:

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL
Q4: 1 to 5	76% 19	8% 2	16% 4	0% 0	52% 25
Q4: 6 to 10	70% 7	20% 2	10% 1	0% 0	21% 10
Q4: 11 to 25	56% 5	33% 3	0% 0	11% 1	19% 9
Q4: More than 25	100% 4	0% 0	0% 0	0% 0	8% 4
Total Respondents	35	7	5	1	48

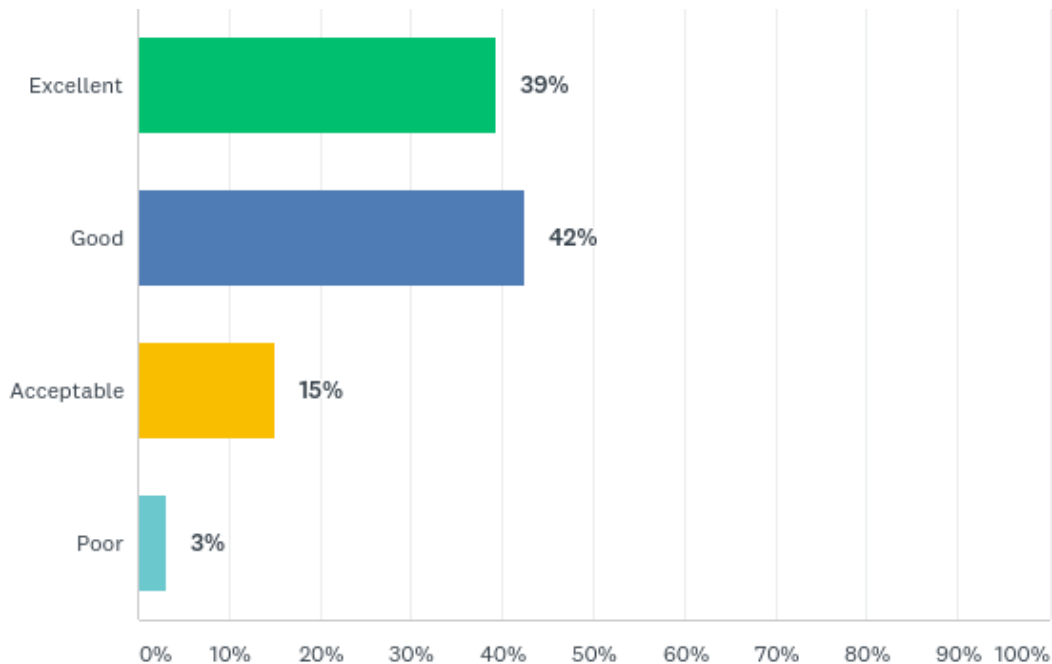
Top producers were somewhat less satisfied with the MLS, but not significantly so. There are so few top producers answering this question that the statistical significance of this is unclear.

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL
Q3: 0 to 5	72% 31	26% 11	0% 0	2% 1	23% 43
Q3: 6 to 15	71% 63	25% 22	3% 3	1% 1	49% 89
Q3: 16 to 30	70% 26	24% 9	3% 1	3% 1	20% 37
Q3: More than 30	57% 8	29% 4	7% 1	7% 1	8% 14
Total Respondents	128	46	5	4	183

MLS System Satisfaction

Satisfaction with FlexMLS is good, with 82% rating it positively. Top producers rated the MLS system less highly than others, and it may be worth performing a focus group to gain further insight from this group. Only 61% rated the mobile web version positively and only 54% rated the iOS app positively, so exploration of other mobile options may be desired. When asked how to improve the MLS system, the most common answers were to improve mobile capabilities and to make the system work better for rentals.

What is your overall satisfaction with the FlexMLS system?



Those in the business for a more years were more likely to rate the MLS system negatively.

	EXCELLENT	GOOD	ACCEPTABLE	POOR	TOTAL
Q2: Less than 1 year	38% 5	62% 8	0% 0	0% 0	7% 13
Q2: 1 to 3 years	44% 15	50% 17	0% 0	6% 2	18% 34
Q2: 4 to 10 years	40% 16	43% 17	15% 6	3% 1	22% 40
Q2: 11 to 20 years	40% 19	40% 19	19% 9	2% 1	26% 48
Q2: More than 20 years	35% 18	35% 18	25% 13	4% 2	27% 51
Total Respondents	73	79	28	6	186

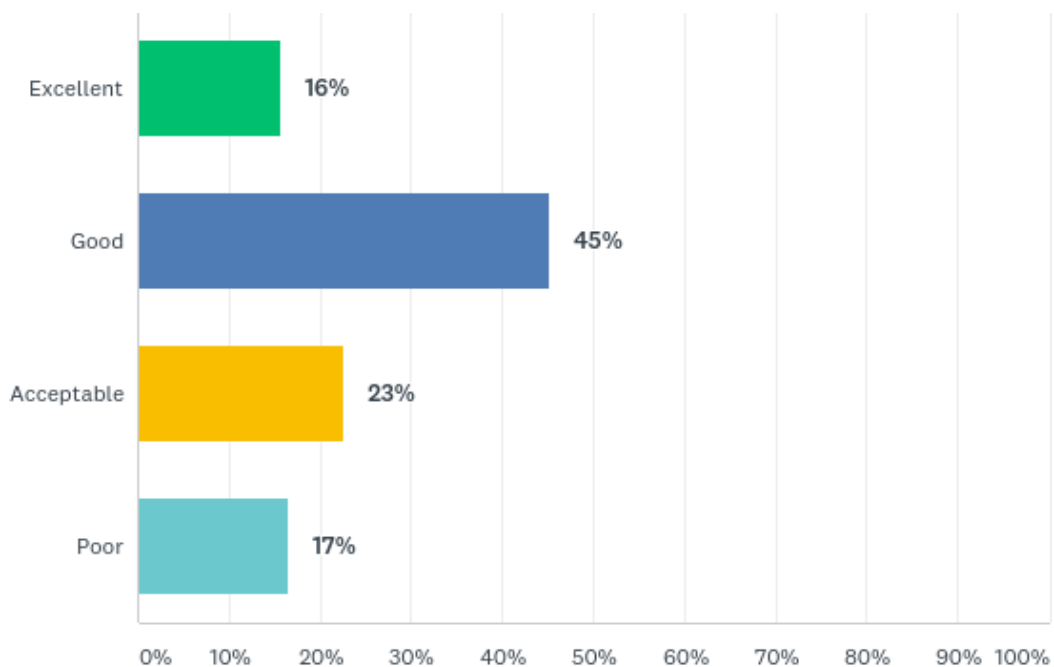
Brokerage size did not clearly correlate with MLS system satisfaction:

	EXCELLENT	GOOD	ACCEPTABLE	POOR	TOTAL
Q4: 1 to 5	44% 11	36% 9	16% 4	4% 1	52% 25
Q4: 6 to 10	50% 5	20% 2	30% 3	0% 0	21% 10
Q4: 11 to 25	22% 2	67% 6	11% 1	0% 0	19% 9
Q4: More than 25	100% 4	0% 0	0% 0	0% 0	8% 4
Total Respondents	22	17	8	1	48

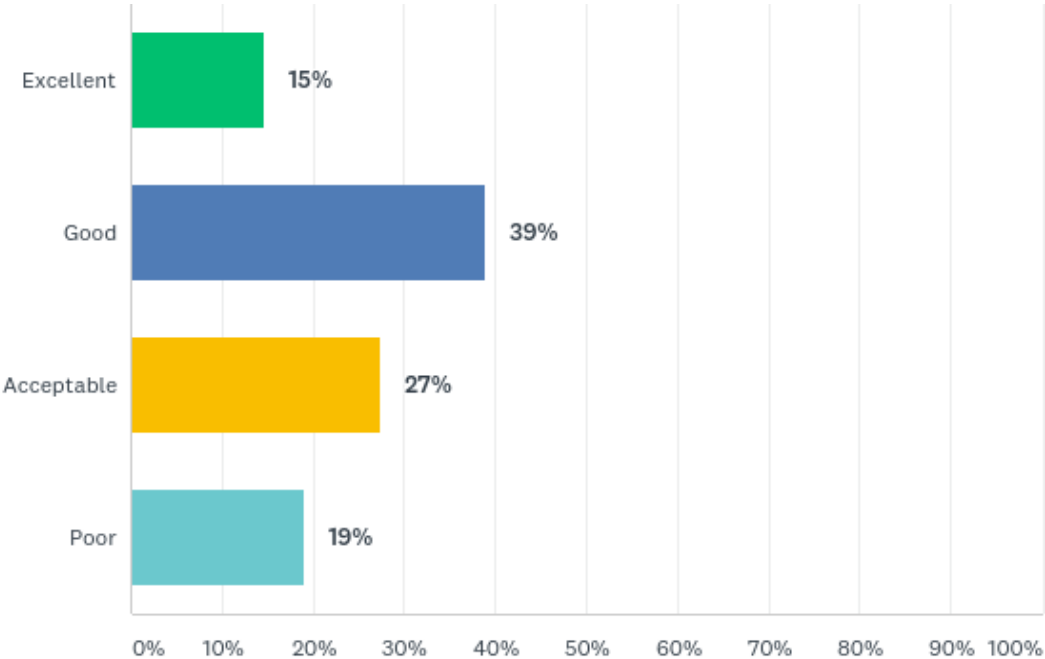
Top producers rated the MLS system less highly than others.

	EXCELLENT	GOOD	ACCEPTABLE	POOR	TOTAL
Q3: 0 to 5	40% 17	56% 24	2% 1	2% 1	24% 43
Q3: 6 to 15	41% 36	37% 32	17% 15	5% 4	48% 87
Q3: 16 to 30	34% 13	45% 17	18% 7	3% 1	21% 38
Q3: More than 30	36% 5	29% 4	36% 5	0% 0	8% 14
Total Respondents	71	77	28	6	182

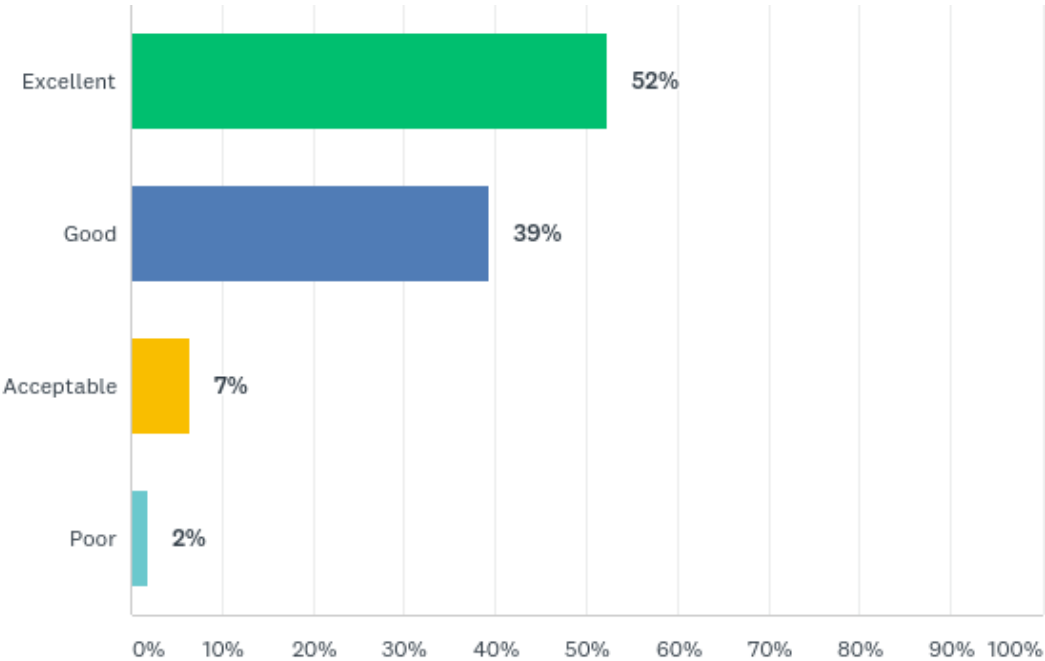
If you use it, how would you rate Flexmls Pro Mobile Web?



If you use it, how would you rate FlexMLS Pro for iOS (iPhone)?



How would you rate your satisfaction with the technical support provided by FBS / FlexMLS employees if you have used it in the past year?



How could the MLS system be improved?

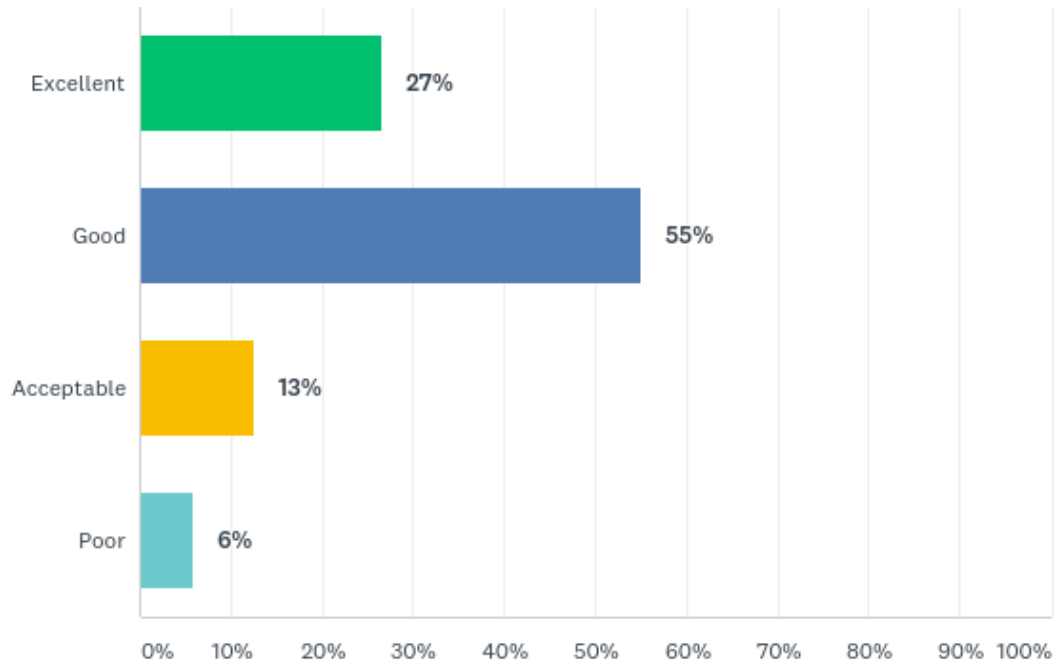
- Add appraiser's name to sold sheet
- add rentals
- Add section for apartment rental listings
- Adding a rental segment would be helpful. Also occasionally I feel that some fields could be added and some removed.
- As a new agent, I find it to be extremely valuable and fairly user friendly
- Auto populate fields
- Be better than Zillow
- Be is great- no improvement needed!
- be more intuitive, provide more features
- Being able to edit listings
- Better enforcement of complete listings info
- Better functionality via iphone, full range of use as on web
- better Mobile and fresher looking site
- better mobile app
- better mobile applications
- by switching over to mlspin
- Condos, rentals should be available
- create a better phone app/would be nice to see other MLS
- Display CONTINGENTS which us on Mobile App
- easier searching
- Far to many ways to write down.
- Hard to move about in the mobile app.
- Have all info available in a easy format
- I cant access features like tour of homes, property history or details about my listings on the mobile app.
- I don't really have any suggestions for improvement. I've used MLS PIN, CCND's system, and CT Smart MLS. In my experience, Flex is superior to them all.
- I don't use it
- I like how it is now , but if there is a way to make it better, why not? =)
- I need to take more time to get more familiar with all the functions
- I truly have no idea.
- If there is water front or lake front properties it should have a space to state how far away the body of water is and in MLS if you look up water front it would be helpful to some how narrow down that search.
- i'm satisfied
- Improve its performance on an iOS phone.
- Improve to CMA feature
- iPhone adjustments
- It is ok
- It is satisfactory now.
- Keep me signed in
- KEEP ONE PAGE OPEN WHILE LOOKING AT ANOTHER
- Keep things simple & intuitive.
- Keep up th great job!
- key fob lockboxes on all houses to record who goes in.
- less steps for any action is always good
- make agents map properties correctly

- Making it much for user friendly for both brokers and their clients!
- mobile app hard to use, it may be I'm not used to it.
- Mobile Searching is not easy.
- More members understanding all the features available to be used on the Flex system and then learning how to use those features!!
- More user friendly on my I Phone
- new platform for website.
- not a computer person so 'quien sabe'!
- not enough space to write it down
- Not sure at this point!
- Nothing comes to mind.
- Offer DotLoop, Homesnap and Cloud CMA
- Perhaps better training...and when you are searching for an agent's name and don't quite have the right spelling to have the software give you a correct possibility if you are close.
- possibly a system with better charts and metrics...?
- show the members (or at a minimum, the DR's) another platform, e.g. MLS PIN and let them decide which vendor best serves their needs
- Some glitches in Flex and seems a bit minimalistic as far as technology goes.
- Sometimes it is hard to find things on the mobile app and you can not look up taxes on it as far as I could tell.
- sometimes the pictures of houses do not print
- The app has limitations, particularly when adding or editing listings.
- The mobile site is difficult to maneuver.
- The portal is not as fluid as it could be, Upon opening the portal as a client they only see my listings and then they give up and I have to manually send them the listings
- The search function could be improved
- The search option feels cumbersome in comparison to the other one that I use.
- When someone passes away in a realtors family acknowledge all of the agents not just some of the agents.

Other MLS Product Satisfaction

RPR satisfaction is 82% positive, though only 27% rate it excellent. RPR data could be better and it could be more user-friendly. ListHub satisfaction is 76% positive, though only 20% rate it excellent.

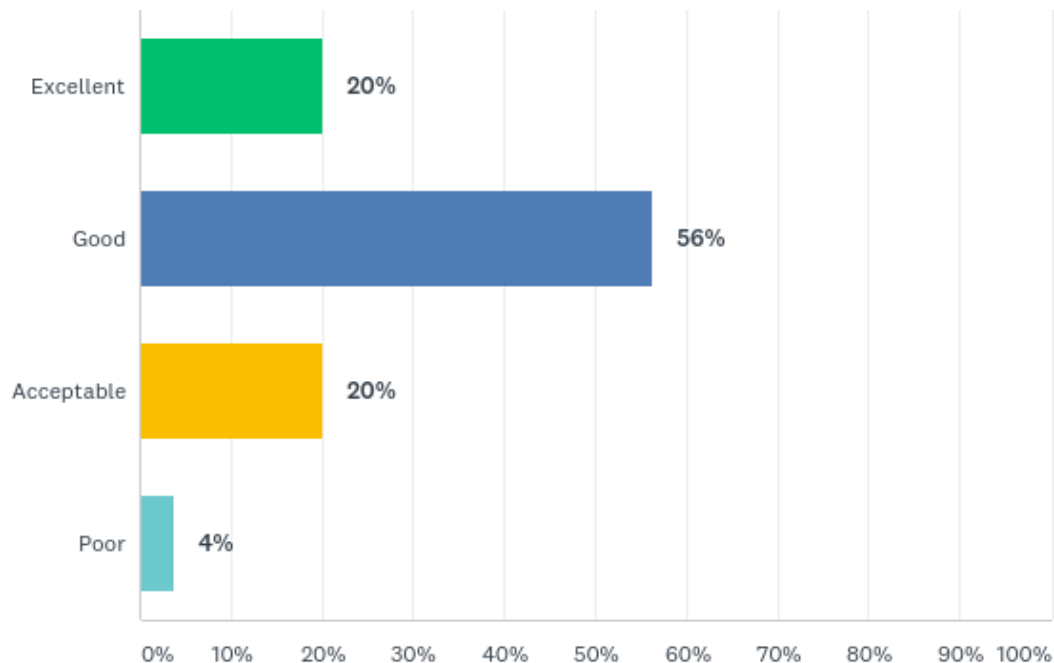
How would you rate your satisfaction with RPR?



How could RPR be improved?

- Agent should be able to manually tweak price point value
- Be able to fix problems more effectively when they arise.
- Because the information is gathered publicly much like zillow quite frequently the results have inaccurate information resulting much like the accurate results in Berkshire County for Zillow being at 27%
- doesn't provide the same information as mlspin
- easier to use
- Inconsistent data & format
- Make it easier to navigate
- Make it more simple and easy to use.
- make it more user friendly
- make user friendly
- no comment available
- Not good with South County home values
- Not too sure. I've taken the training several times and it always seems off.
- Nothing comes to mind.
- The CMA process is somewhat clunky.
- Too much unrelated info. Too messy!

How would you rate your satisfaction with ListHub?



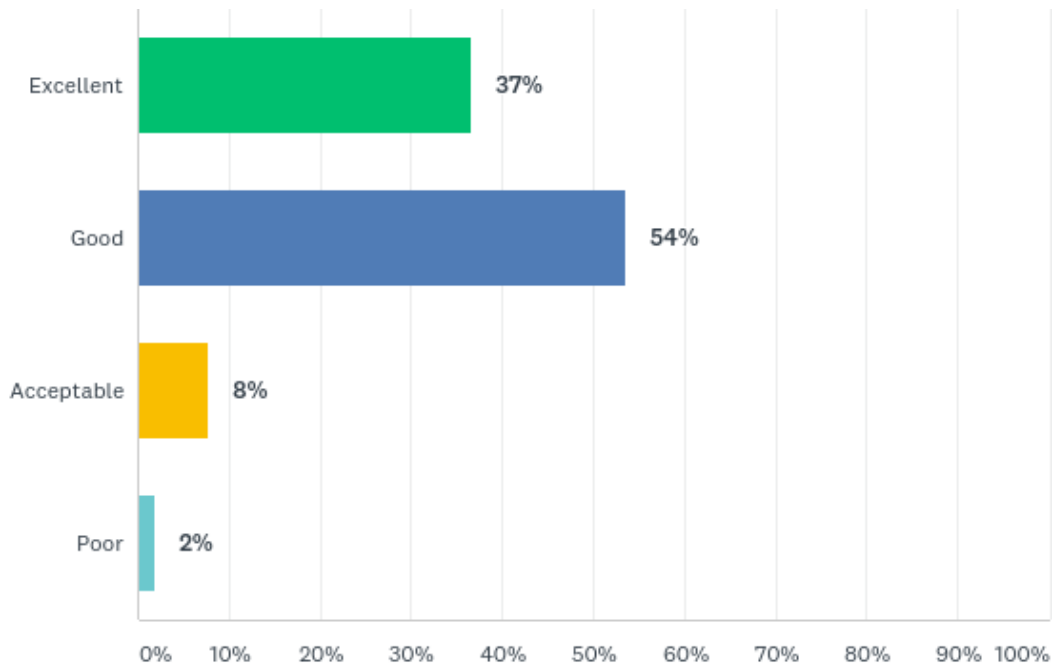
How could ListHub be improved?

- Consistency, presentation too limited for many of their distributions, they stopped coming to MA for their yearly training sessions.
- I do not understand how to utilize it. I don't find it very intuitive.
- I like the report(s) but wish they went from report period to next report period (maybe they can and it's me), but it accumulates from the very beginning which is not helpful in identifying trends
- More transparency and reporting

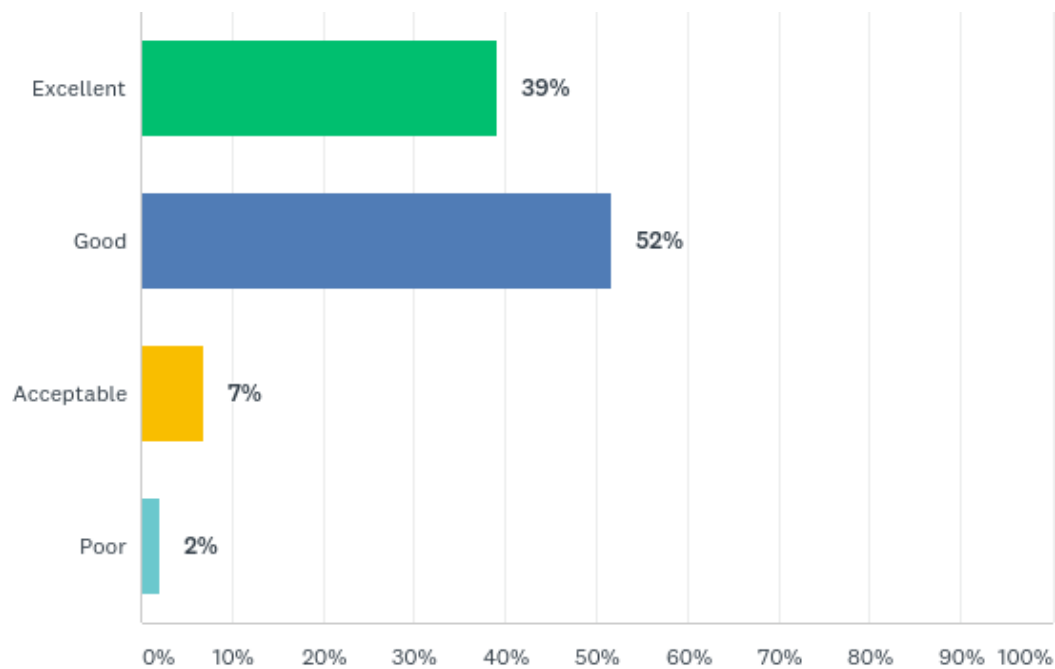
Board Satisfaction

Members were highly satisfied with the board in every core area. Member engagement is generally good – 49% read the Friday newsletter every week and 36% read it most weeks. 14% were unaware of the Housing Summit. However, only 17% have visited the AtHomeInTheBerkshires Facebook or website pages for consumer listings search; also only 51% had used the Market Watch report or video – these are areas of opportunity for further member engagement. Some respondents indicated an interest in having more educational offering variety and online courses and a variety of other recommendations for improvement were made.

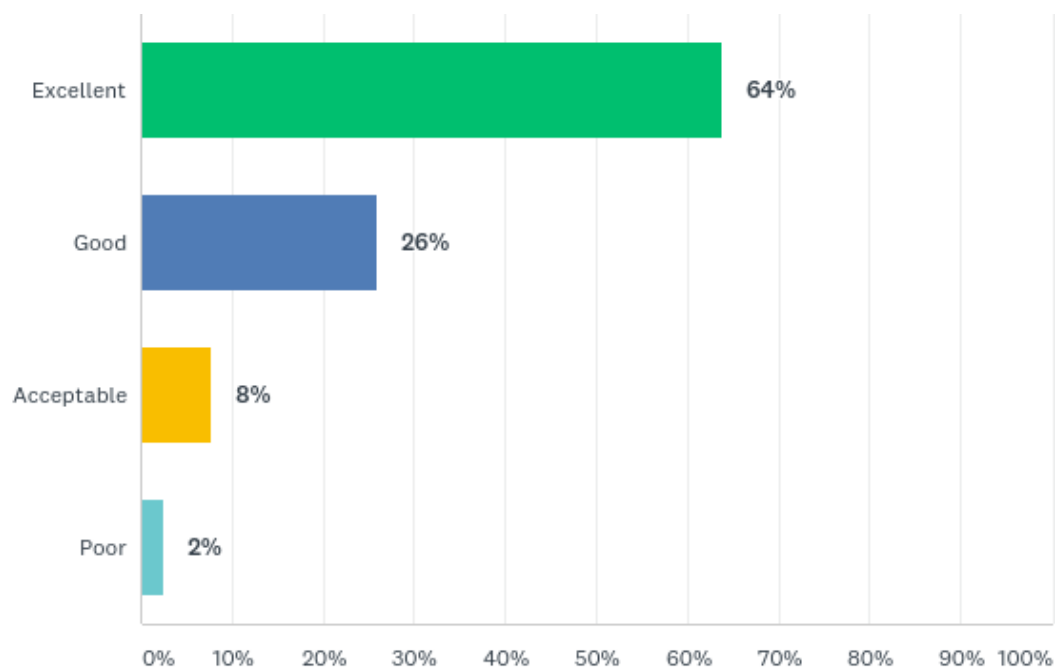
How would you rate Berkshire REALTORS on Consumer Outreach (engaging consumers in real estate, economic and community issues)?



How would you rate Berkshire REALTORS Public Advocacy (advocating for private property rights and real property ownership)?



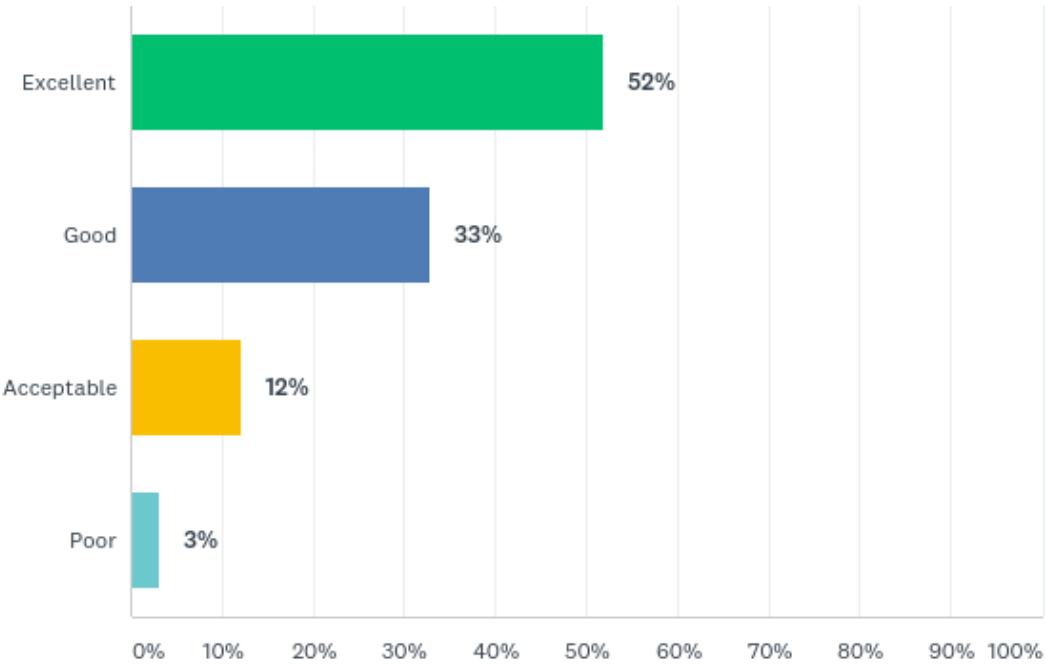
How would you rate Berkshire REALTORS on Member Services (providing resources so members may operate at a high level of professionalism)?



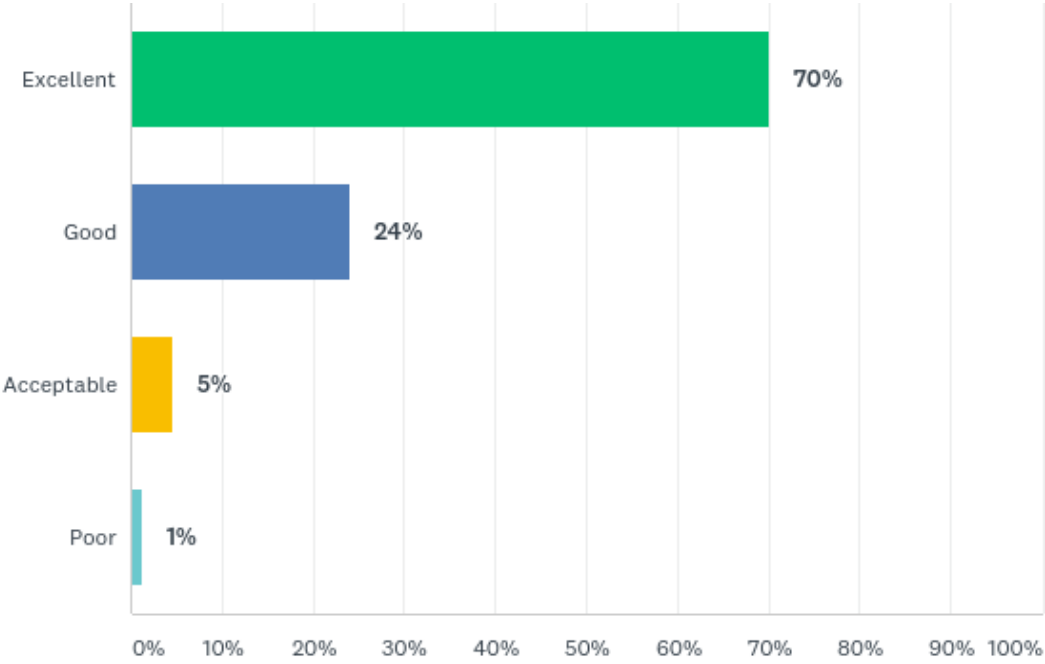
How could Berkshire REALTORS member service and technical support be improved?

- Classes could be geared to participants knowledge level. I know everyone thinks they're an expert advanced user but it's just not true.
- Continue what they are doing with training...especially going to individual offices.....excellent service.
- do we have technical support?
- emailing back your members would be a good start
- I think it's good. If I have a problem, I call or email and it gets solved.
- I think you do a great job offering training and support.
- Insist that FlexMLS correct certain issues
- it's awesome!
- no suggestions
- No suggestions. You guys have written the book!
- more training
- Not possible. They are THE BEST
- Nothing comes to mind.
- Offer Homesnap to our agents
- see above
- They're awesome, and very helpful.
- very prompt, helpful and resourceful.
- Would love to be able to update my portal information. Still have the same photo from 10 years ago.
- Ziplogic plus

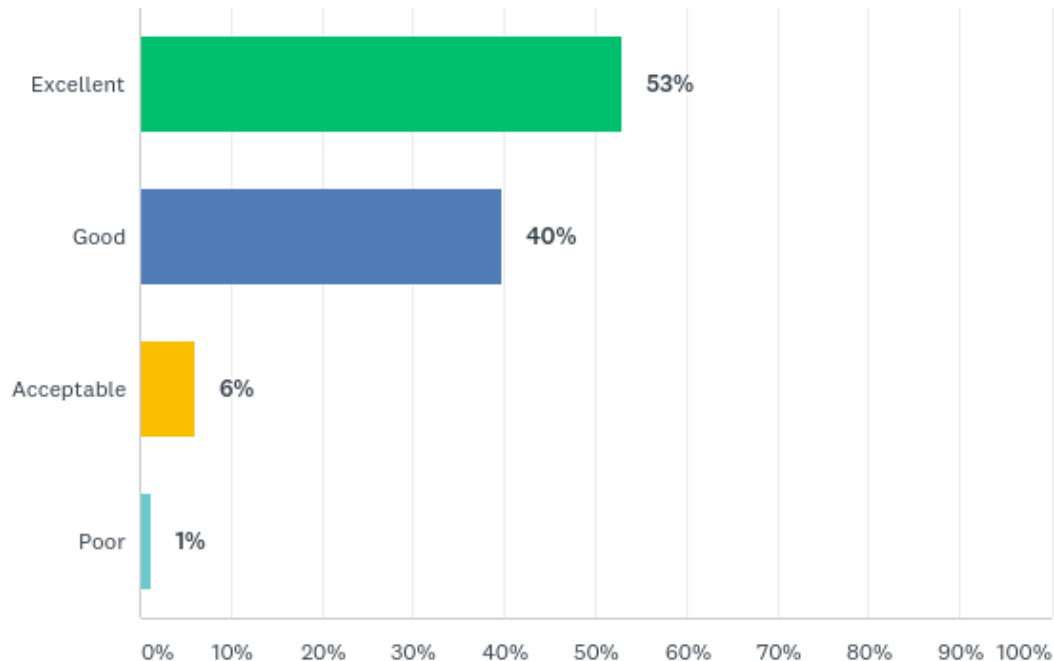
How would you rate Berkshire REALTORS on Brokerage Support (strengthening broker knowledge and effectiveness in the marketplace)?



How would you rate your satisfaction with the member service and technical support provided by Berkshire REALTORS if you have used it in the past year?



How would you rate the educational offerings from Berkshire REALTORS?

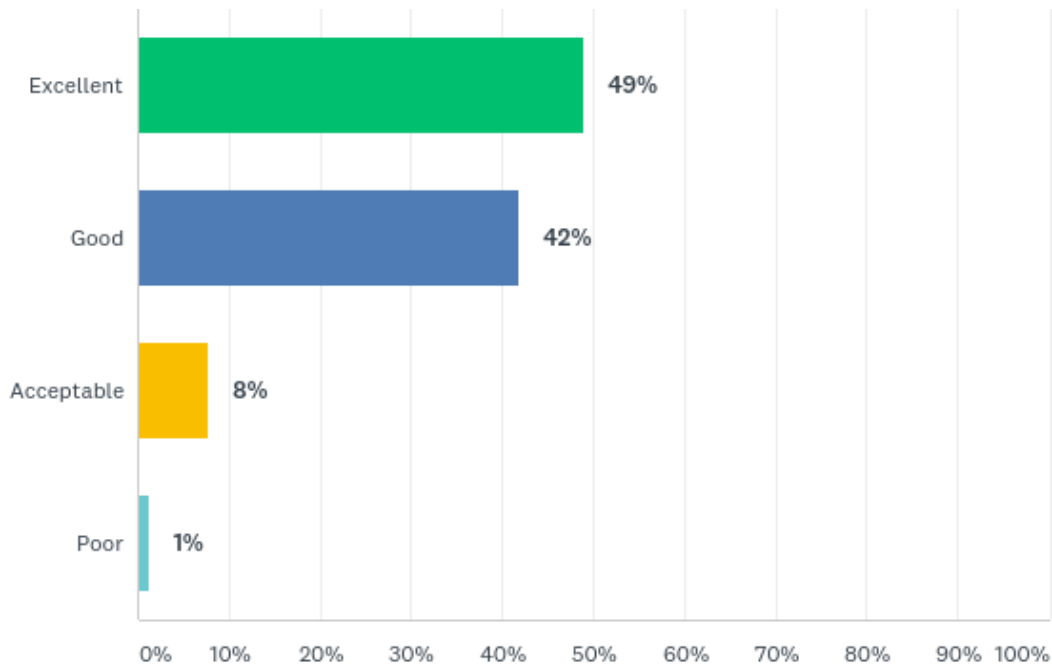


How could the education sessions be improved?

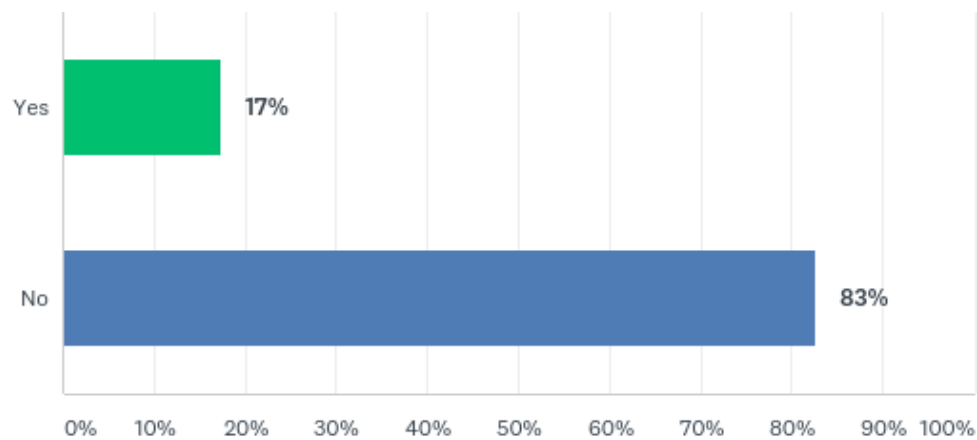
- a computer devoted just for education sessions
- Accept the opportunity offered for additional education by Paul Harsch
- additional online as well as in class
- Better providers who are able to expand the knowledge base of experienced practitioners. Again - courses based on experience, readiness, more advanced.
- Bring back webinars
- bring the CE webinars back
- But would love to have more on Line Classes. It is just easier!!
- DR education the rest is Excellent
- Great sessions
- Have designation classes locally
- I wish there were more offerings (options) and every week an offering. (More consistent courses).
- Improve some presenters.
- increase variety of classes
- Less case studies more in depth in the subjects
- Maybe a little more diverse topics
- maybe more non-credit informational classes for T5, lead paint, inspections, radon, etc.
- More basic training. There are lots of new agents that are not being trained and there are seasoned agents that forgot basics.
- more courses on home construction issues
- More diverse topics that enhance how we do business.
- more dynamic teachers?
- more ed courses on conservation options for land
- more online courses.
- More sessions
- more transaction educational work for new and old members
- More variety

- More variety in the subject matter. Wetlands? Land Conservation?
- more webinars
- Nothing comes to mind.
- Offer classes that are tool and solution oriented rather than causing fear. than
- Offer in other parts of County
- perhaps provide webinar recordings of classes online
- Please repeat agency workshop
- Please see previous comment; some presenters seem to show up and talk about random things (no organization to their educational offerings; hard to follow). An organized, outlined handout of the information presented would be very helpful.
- Sue's classes are awesome. I wish she taught them all. Otherwise, we need more online CE classes, as Jodi used to do.
- Terry Waters program
- Time change
- use various locations
- we are very fortunate that members are offered a wide selection
- Would like see more designations courses in Berkshire county. Courses on septic, inspections

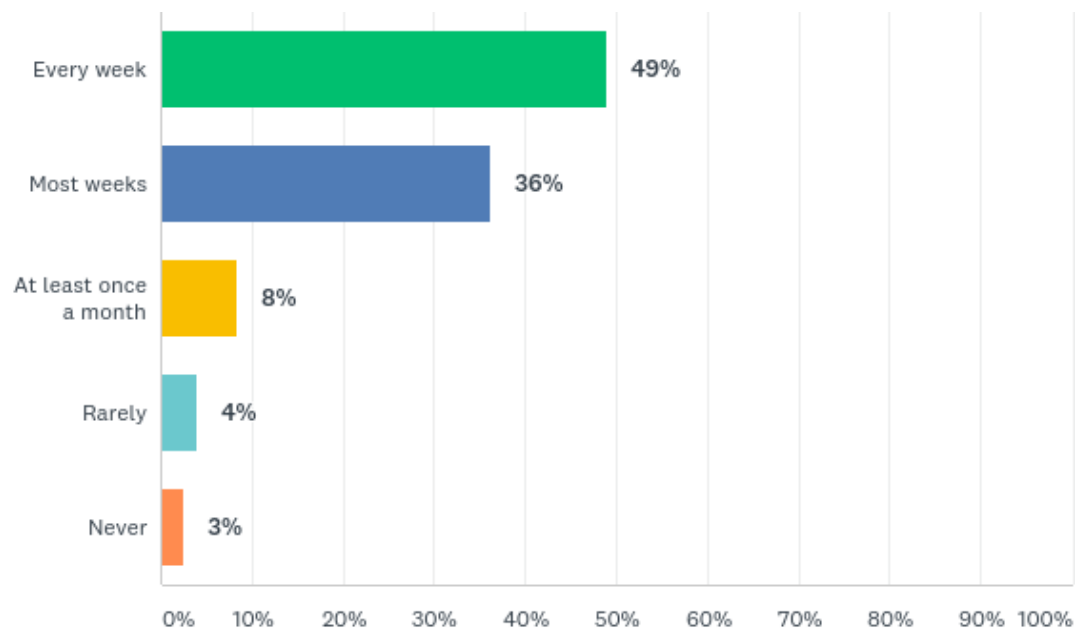
How would you rate the member services provided on our website?



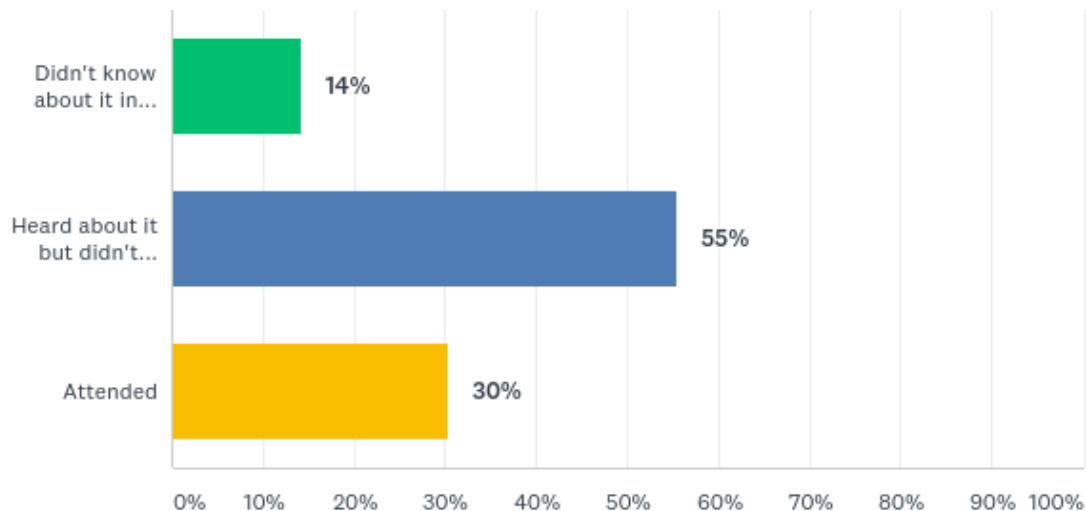
Have you visited the AtHomeInTheBerkshires Facebook or website pages for consumer listings search?



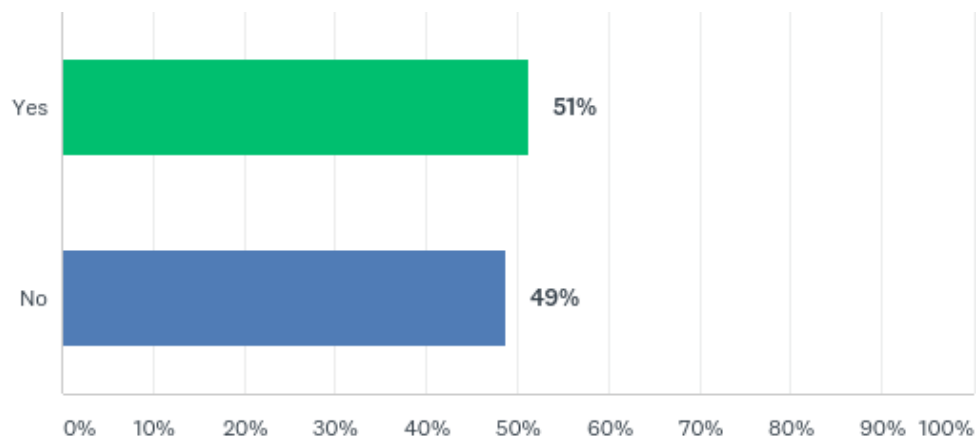
Do you read the Friday Recap (weekly e-news newsletter)?



Did you attend or hear about the 1st Annual Berkshire Housing Summit?



Do you use the Berkshire Market Watch report and/or video?



How could board services be improved?

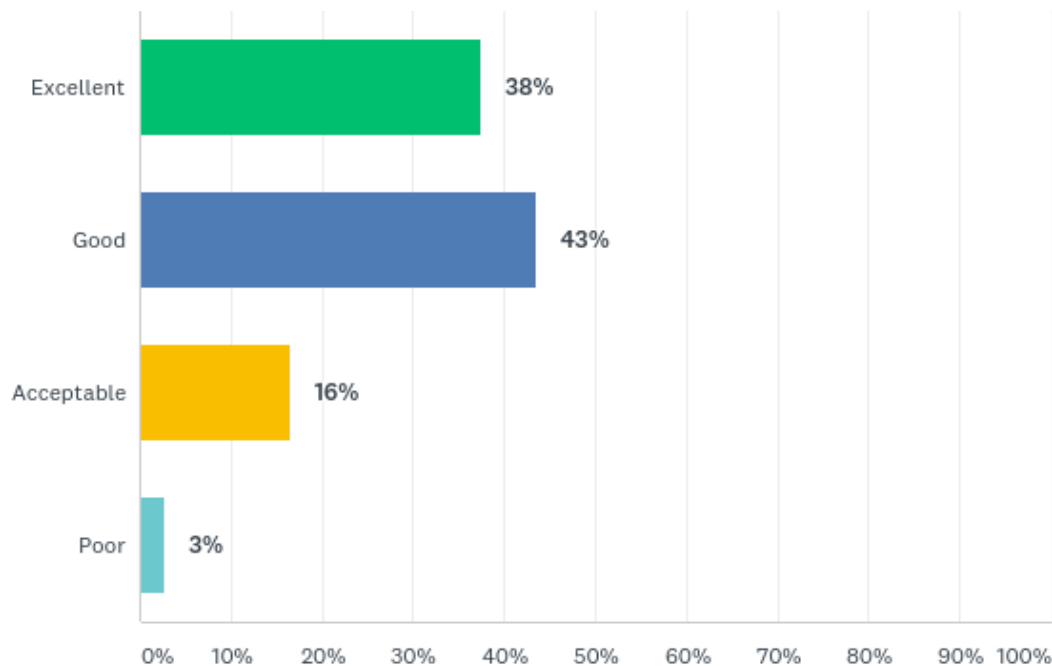
- I think the board does a great job; it is getting greater numbers of members involved that is the challenge
- add DR training
- better training
- easy access to mls in other parts of the state
- Excellent Board! They are a God Sent!...for me
- have term limits. Stop the nepotism.
- Have Terry Waters as a featured speaker and let him cover all the great real estate apps.
- I am probably in the minority - but I'd like a two-stage orientation. One when we are newly licensed, and a second when we have a year of experience. That's when we realize what we DON'T know.
- I can't imagine a board doing a better job than they currently do.
- I know agents who have let their license expire, continue to list and sell property and get paid. Their penalty was a \$200 fine. Ban agents and agencies with 20 or more complaints

- I see nothing that would need improving , the Board is always there for me .
- I think the board could do our own continuing Ed training and videos
- I think there could be more support for serious full time folks and less Enabling of hobbyists.
- If classes for PD could be early evening at times.
- improvement is always possible, but I think they are excellent
- It seems the fee for the MLS is high considering we input all the information and upload the photos. Again in comparison to the other MLS. Tracking payments that have been made or have to be made is not very user friendly. Overall you do a great job though.
- Lower dues!
- Mandatory Broker Resource & ED update
- more automated checks and balances
- More Broker Support with classes and roundtables
- more continuing ed courses on conservation options
- more education
- More frequent communication with DR's especially, The Friday Recap and Flex home page should not be the main source...only the population of the association that is always involved is getting accurate information.
- More information to new Brokers to help them navigate business ownership.
- More meetings with new info, not just at annual meeting which is more like an awards show
- No improvement needed
- NOT EASILY...WE ARE VERY FORTUNATE TO HAVE THE BEST!
- Not sure, you do such a great job as it is!!
- Nothing comes to mind.
- Offering CE in North and South County as well as Pittsfield.
- Reach out and involve members with depth of knowledge and experience instead of primarily recruiting new, inexperienced new members because they can be easily indoctrinated
- Replace all existing board heads and start fresh. Ya know what they say.....being in office too long creates far too much ego, and less member services especially is someone on the board staff dislikes someone.
- Some (not all) continuing education presentations could be better prepared and organized with a hand-out of an outline (even if presenter has a hard time sticking to the outline organization, it would be nice to have for record-keeping).
- Sometimes no one answers the phone and I have left messages without getting a call back.
- This board is fantastic.
- Up to Individual DR's to train new agents
- update website and platform
- We are exemplary and ENVIED by other boards.
- ziplogic plus

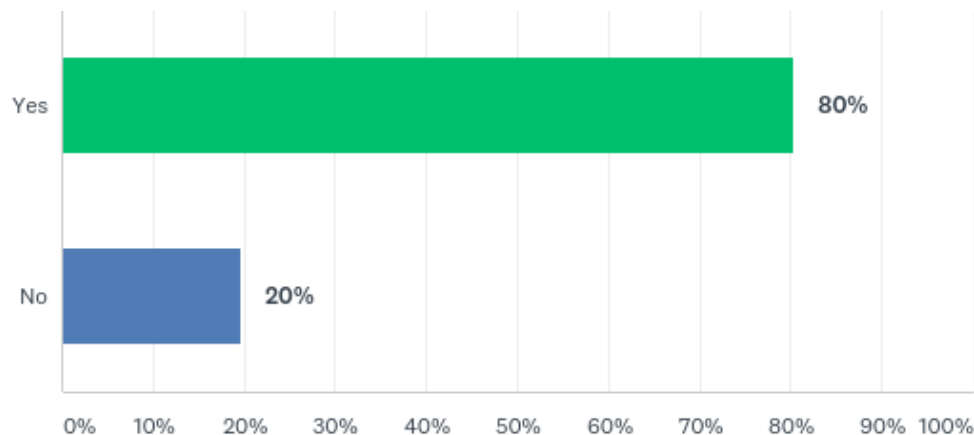
Value Perception and MLS Consolidation

81% rate board value positively. With the current value perception, only 20% said they would cease being a Realtor® if they could access the MLS without it. For comparison, other boards around the country with a lower value perception typically see 28-35% drop-off in membership when being a Realtor is not required to access the MLS.

How would you rate the value provided for your board dues?



REALTORS: If you could access the MLS without belonging to the Realtor association, would you wish to continue to be a Realtor with the Berkshire County Board of REALTORS?



What other MLSs do you belong to?

- 35% belong to Columbia Greene MLS
- 33% belong to MLSPIN
- 15% belong to NEREN
- 15% belong to Smart MLS
- A few respondents specified: Litchfield, Pioneer Valley, and RAPV.

