

MEMBER SATISFACTION

Berkshire County Board of Realtors® (BCBR) 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. BCBR 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. Overall satisfaction with both the board and the MLS is excellent, each 95% positive with a large majority being very satisfied.

SWOT - STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

Following are the Strengths, Weaknesses, Opportunities, and Threats, according to the group:

- **Strengths:** Members, staff, education opportunities, committee attention to detail, staff knowledge, geared for member success, rules and ethics leadership, community outreach, national outreach, high level of services.
- **Weaknesses:** Community outreach, election and nomination process, too many part-time members impact on professionalism, DR involvement, DR education, same core people involved.
- **Opportunities:** Growth in membership, improve community outreach.
- **Threats:** External: MLSPin or a larger MLS entering the market, online middlemen, the unknown. And Internal: lack of flexibility, lack of acknowledgement of staff importance, not thinking outside the box, need a better way of responding to disgruntled members.

The biggest failures were some flubbed PR moments and an error in the nominating process. The biggest successes last year were the housing summit, holding the line on dues increase, negotiating the MLS agreements.

THE NEW BERKSHIRE REALTORS MISSION

Following is the current association mission (There is not currently a separate MLS mission statement)

To provide resources to our members so they may serve consumers in an ethical and professional manner.

Following is a recommended NEW draft mission for board evaluation and ratification:

- ***To support the highest ethical standards and professionalism of members in service to the community with education, technology, philanthropy, and advocacy for property rights.***

PRIORITIZING INITIATIVES for BOARD

In addition to current operational objectives to serve the members, the board and staff shall focus on these areas for continued advancement of association services.

Following are the Association initiatives prioritized by the group:

1. Association brokerage support
2. Consumer advocacy and outreach
3. Association financial stability
4. Association governance



STRATEGIC INITIATIVES, OBJECTIVES AND GOALS - Board

Association Strategic Initiative 1 – Association brokerage support

Objective: To provide brokers information and resources so they can more effectively train their agents.

- 1-1 Communication campaign to inspire brokers to provide more oversight regarding professionalism
- 1-2 Provide DR training to answer basic agent questions (e.g. listing maintenance)
- 1-3 Attempt to shift responsibility to DRs for agent behavior

Tactical Ideas: Design content and resources for what brokers need, make them aware of resources. Focus on “Why are you doing this?” Scare them with statistics? Videos (peer to peer)? Survey DRs about training, asking how we can be of help? Create FAQs.

Association Strategic Initiative 2 – Consumer advocacy and outreach

Objective: To raise the level of real estate professionalism in the eyes of the consumer.

- 2-1 To let the consumer know the value of the Realtor (something like Kansas City)
- 2-2 Campaign to make the association the voice of real estate – the source of all market information
- 2-3 Re-focus efforts to promote existing advocacy.
- 2-4 Regularly provide branded information to politicians to disseminate
- 2-5 Encourage members to share market content, calls to action, and other content with consumers.

Tactical Ideas: Weekly or monthly moment on the radio for Market Watch? Target social media.

Association Strategic Initiative 3 – Association financial stability

Objective: To find ways of saving money and generate more revenue to improve the association’s finances.

- 3-1 Try ways to generate more revenue (tactics TBD)
- 3-2 Find cost efficiencies (spend smarter)

Tactics: Golf tournament, rent different space? Identify biggest expenses for which to explore savings.

Association Strategic Initiative 4 – Association governance

Objective: Engage the Realtor family to strengthen the pool of board members and volunteers.

- 4-1 Get more people to join committees and continue to show up and stay engaged.
- 4-2 Identify and mentor new leaders (track interest in leadership).
- 4-3 Leadership training and development
- 4-4 Request to consider public election versus nominated process (or a hybrid?)

Tactics: Promote committee participation to members. Promote the stories of people who have served. Have board members identify and mentor new leaders. Survey for interest in leadership and motivations. Set and track committee goals each year.



PRIORITIZING INITIATIVES for MLS

In addition to current operational objectives to serve the members, the board and staff shall focus on these areas for continued advancement of MLS services.

Following were the MLS initiatives prioritized by the group:

1. Improve scope of MLS products (mobile, tax data, showing services, My Flood Status, lockbox)
2. MLS consolidation
3. MLS communications

STRATEGIC INITIATIVES, OBJECTIVES AND GOALS – MLS

MLS Strategic Initiative 1 - Improve scope of MLS products

Objective: Improve value of MLS by providing additional technology.

- 1-1 Improve member satisfaction with mobile tools via education and/or new tools
- 1-2 Explore additional products to determine interest

Tactics: Create education on existing mobile tool. Explore Showing Time, electronic lockboxes, improved mobile tools, My Flood Status.

MLS Strategic Initiative 2 – MLS Consolidation

Bring value to the membership by reducing multiple MLS memberships and providing greater listing exposure with professionals by finding a MLS consolidation that provides sustainability

- 2-1 Begin and maintain relationships and open communication with MLS neighbors regarding MLS consolidation / data sharing / new reciprocal options.

Tactics: Consider a data share via RPR? Explore both the association and MLS business analysis at the same time.

MLS Strategic Initiative 3 – MLS Communications

Objective: Improve communications to further professionalism and value objectives.

- 3-1 Improve DR engagement with DR focused materials
- 3-2 Educate members on products already available (increase use, decrease support, increase value perception)
- 3-3 Help brokers and associates be aware of policy and rules (so they are not fined).

Tactics: Video and/or 1 page infographic about MLS policy and rules. More information about putting listings in right “top 5 lists”. Video and social media are two areas that need improvement. Re-send Friday recap if it’s not opened. Create a video version of the Friday recap. Creating a text message channel.

