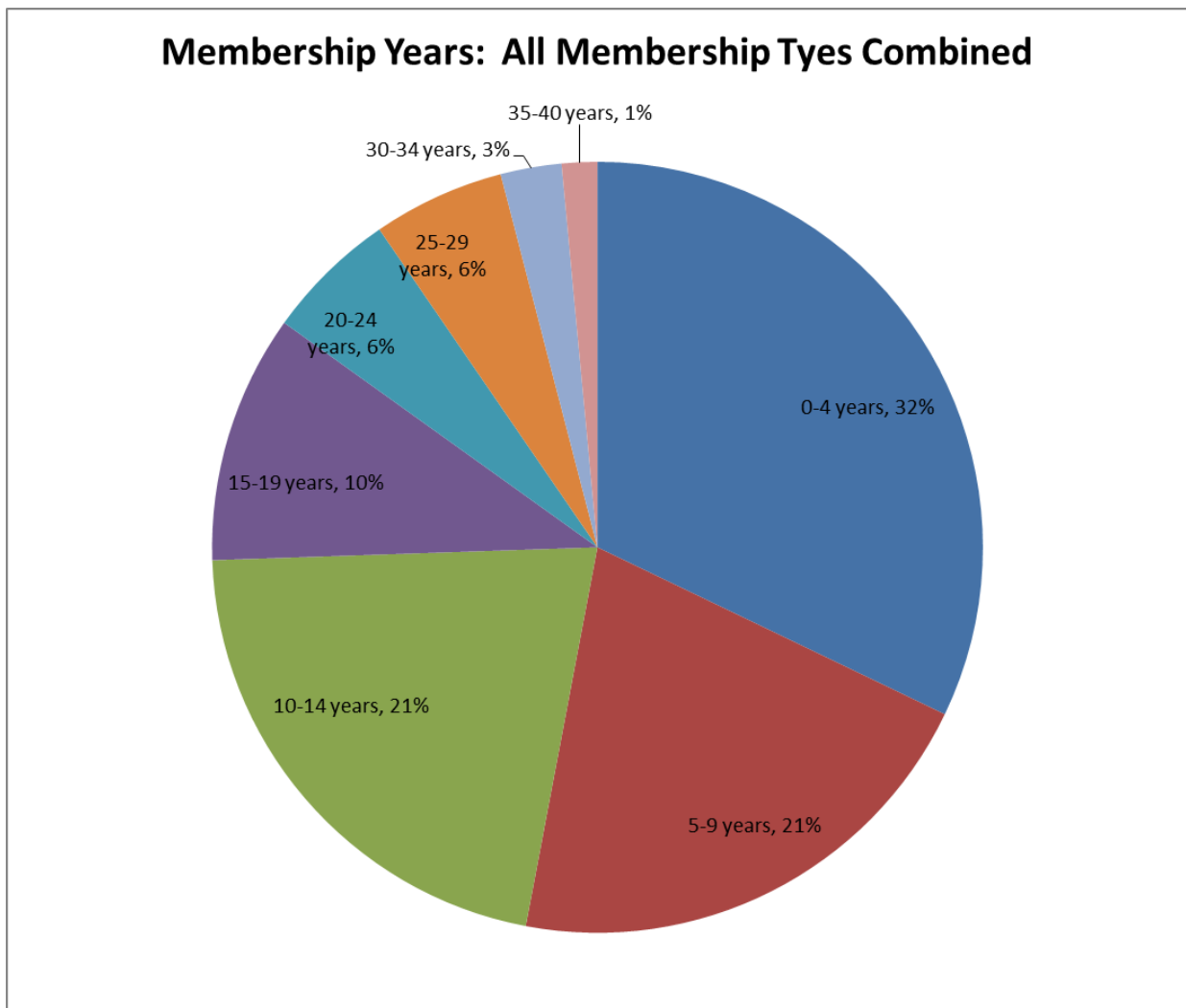


Membership Report: July 31st, 2014 Year-to-Date

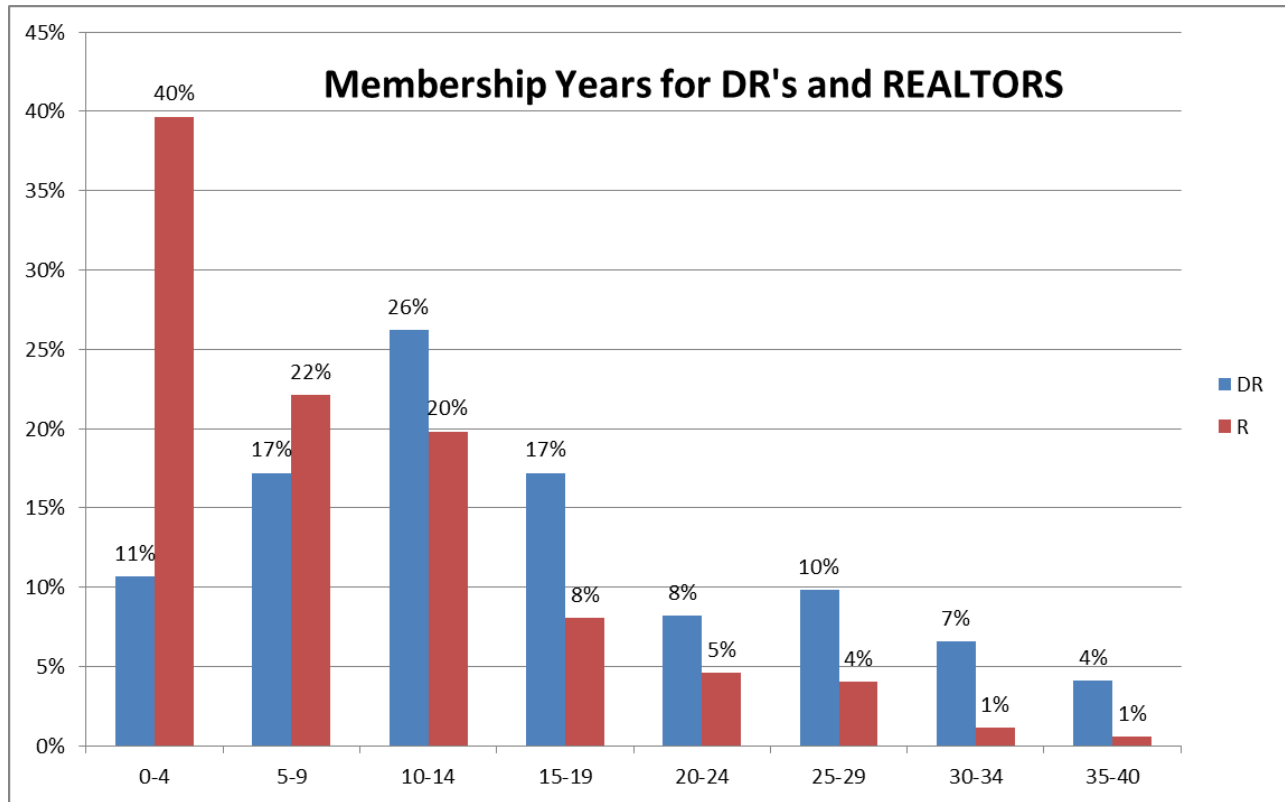
# REALTORS Budgeted	425	# Platinum Sponsors.....	4
# REALTORS Paid to Date	470	# Advertiser Sponsors.....	7
# New Applicants (Provisional.....)	12	# Basic Affiliates.....	14
# New Offices	9	# MLS Users	564
# Offices in Board.....	122	# MLS Users Budgeted.....	540
# Affiliates Paid to Date	25		

- There are 86 agents working for new companies, 384 are with companies that have been in existence for more than 5 years.
- The greatest percentage of our members have been in business for less than 5 years.





Membership Report



While DR's have more experience, on average, than agents, 28% of our DRs have under 10 years' experience, and 21% that may be nearing retirement or sale of business.

Office management (Broker Owners) are evenly split between male and female DRs. Females run the larger offices by a small margin.

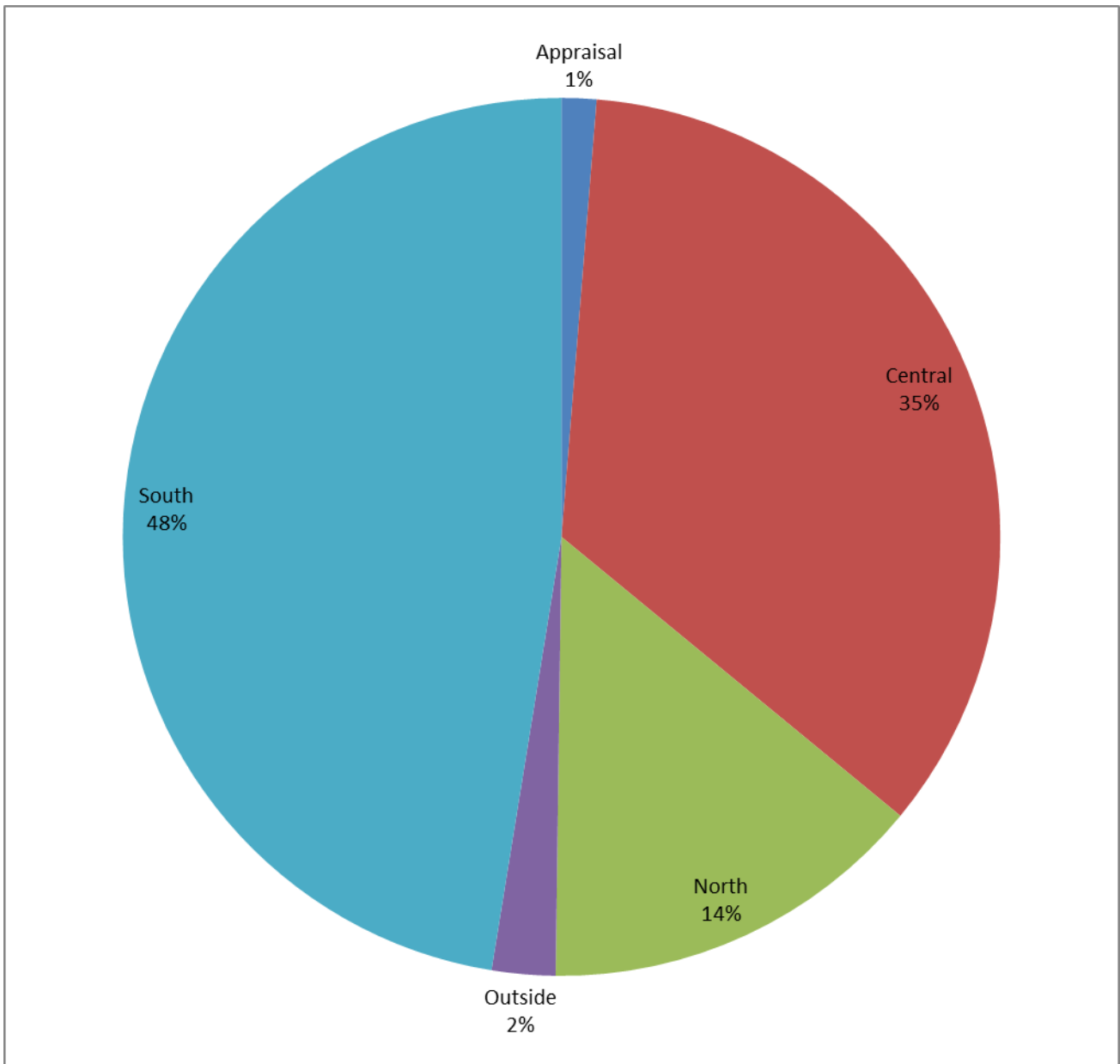
Agents are divided 55% female, 45% male.

Female DRs	50%
Large: Over 10	9%
Medium: 5-10	8%
Small: Under 5	18%
Single	15%
Male DRs	50%
Large: Over 10	5%
Medium: 5-10	9%
Small: Under 5	17%
Single	19%

Non-DR REALTORS:	
Female	55%
Male	45%



The southern Berkshire REALTORS (from offices located in the southern region) dominate our membership by far. They represent almost half of the REALTORS in the region.





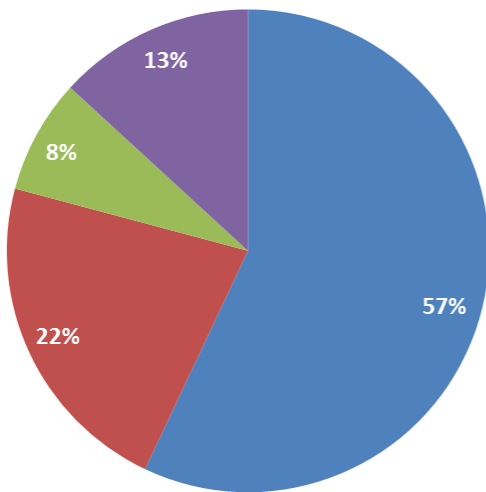
Membership Report

The Four Working Generations

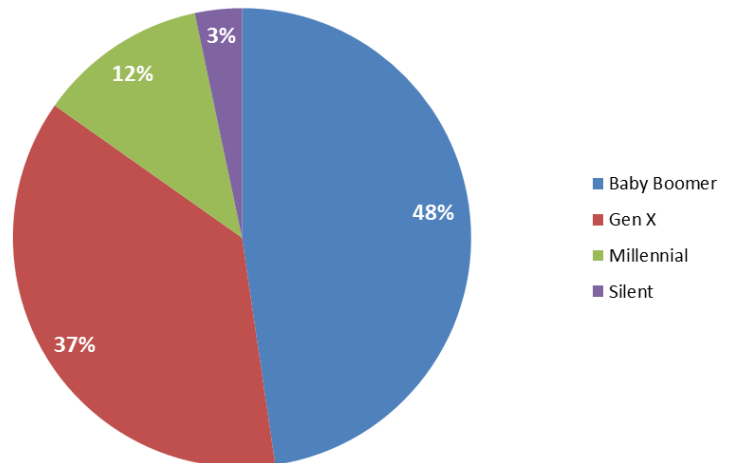
In America, there are six living generations, which are six fairly distinct groups of people. As a generalization each generation has different likes, dislikes, and attributes. We see 4 of these generations as REALTOR members in the Berkshires. They have had collective experiences as they aged and therefore have similar ideals. A person's birth date may not always be indicative of their generational characteristics, but as a common group they have similarities.

- The large majority of our membership are baby boomers, with 57%.
- It is equally interesting that the large majority of our NEW members, 48% with under 5 years' experience are predominately baby boomers as well.
- The next greatest demographic of new members is Gen X, with 37%.
- We are still getting Silent generation members applying for new membership.

All Members by Generation



New Members by Generation



■ Baby Boomer
■ Gen X
■ Millennial
■ Silent



While these are generalities, the following are common attributes and influences for each generation.

Mature/Silents.

- Born 1927- 1945.
- Strong sense of personal civic duty, which means they vote.
- Marriage is for life, divorce and having children out of wedlock were not accepted.
- Strong loyalty to jobs, groups, schools, etc.
- There was no "retirement" you worked until your died or couldn't work anymore.
- The labor-union-spawning generation.
- "Use it up, fix it up, make it do, or do without."
- Avoid debt...save and buy with cash.
- Age of radio and air flight; they were the generation that remembers life without airplanes, radio, and TV.
- Most of them grew up without modern conveniences like refrigerators, electricity and air conditioning.
- Sometimes called The Greatest Generation.
- Strong sense of trans-generational common values and near-absolute truths.
- Disciplined, self-sacrificing, & cautious.

Baby Boomers

- Born between 1946 and 1964. Save-the-world revolutionaries of the '60s and '70s; the party-hardy career climbers (Yuppies) of the '70s/'80s.
- The "me" generation, "Rock and roll" music generation, The first TV generation.
- Ushered in the free love and societal "non-violent" protests which triggered violence.
- Buy it now and use credit.
- Too busy for much neighborly involvement yet strong desires to change the common values for the good of all.
- Even though their mothers were generally housewives, responsible for all child rearing, women of this generation began working outside the home in record numbers, thereby changing the entire nation as this was the first generation to have their own children raised in a two-income household where mom was not omnipresent.
- The first divorce generation, where divorce was beginning to be accepted as a tolerable reality.
- Optimistic, driven, team-oriented.
- Envision technology and innovation as requiring a learning process.
- Tend to be more positive about authority, hierarchal structure and tradition.
- One of the largest generations in history with 77 million people.
- Their aging will change America almost incomprehensibly; they are the first generation to use the word "retirement" to mean being able to enjoy life after the children have left home. Instead of sitting in a rocking chair, they go skydiving, exercise and take up hobbies, which increases their longevity.





Membership Report

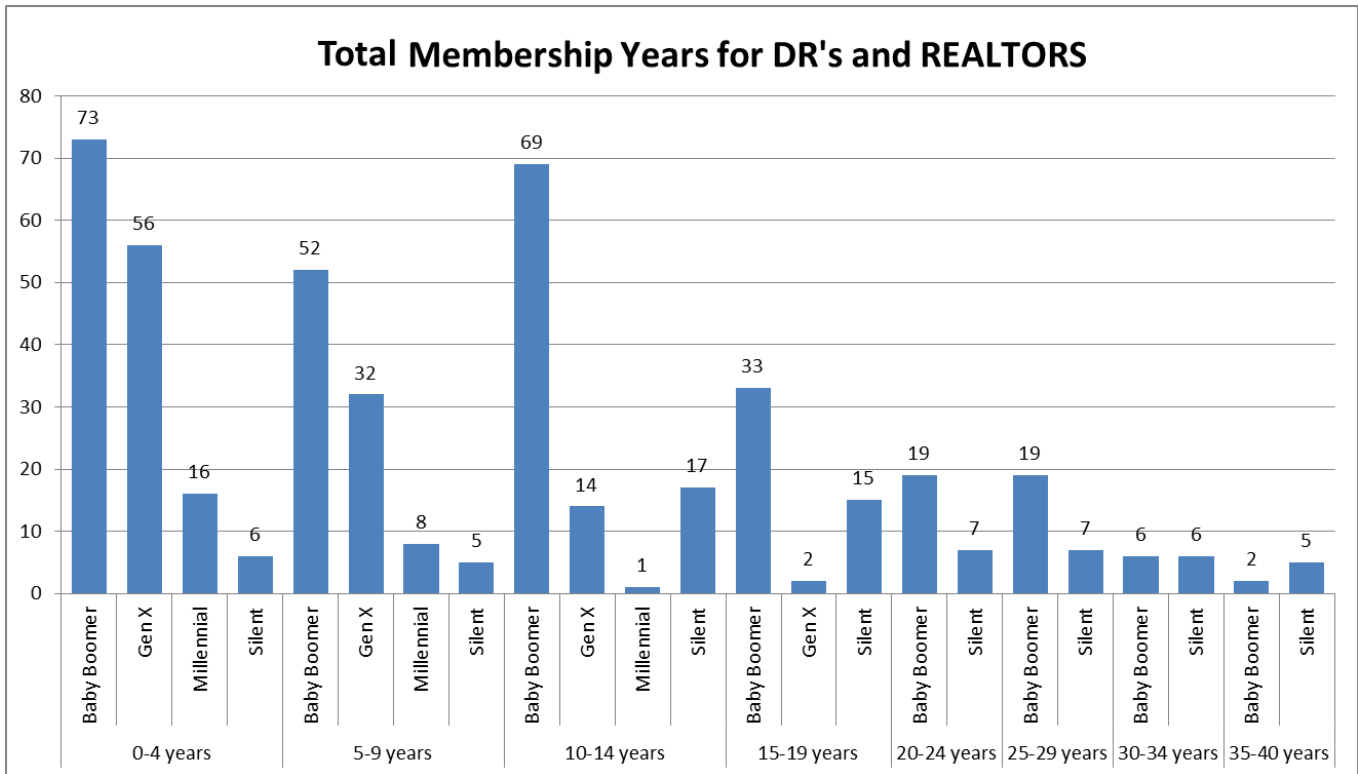
Generation X.

- Born between 1965 and 1980*
- The "latch-key kids" grew up street-smart but isolated, often with divorced or career-driven parents.
- Entrepreneurial, Very individualistic. Feel misunderstood by other generations
- Wants to save the neighborhood, not the world
- Cynical of many major institutions/government, which failed their parents, or them, during their formative years and are therefore eager to make marriage work and "be there" for their children
- Raised in the transition phase of written based knowledge to digital knowledge archives; most remember being in school without computers and then after the introduction of computers in middle or high school
- Desire a chance to learn, explore and make a contribution
- Tend to commit to self rather than an organization or specific career. This generation averages 7 career changes in their lifetime, it was not normal to work for a company for life, unlike previous generations.
- AIDS begins to spread and is first lethal infectious disease in the history of any culture on earth which was not subjected to any quarantine.
- Beginning obsession of individual rights prevailing over the common good, especially if it is applicable to any type of minority group.
- Raised by the career and money conscious Boomers amidst the societal disappointment over governmental authority and the Vietnam war.
- Late to marry (after cohabitation) and quick to divorce...many single parents.
- Into labels and brand names.
- Want what they want and want it now but struggling to buy, and most are deeply in credit card debt.

Generation Y/Millennium.

- Born between 1981* and 2000*.
- Aka "The 9/11 Generation" "Echo Boomers" America's next great generation brings a sharp departure from Generation X.
- They are nurtured by omnipresent parents, optimistic, and focused.
- Respect authority.
- Falling crime rates. Falling teen pregnancy rates. But with school safety problems; they have to live with the thought that they could be shot at school, they learned early that the world is not a safe place.
- They schedule everything.
- They feel enormous academic pressure.
- They feel like a generation and have great expectations for themselves.
- Prefer digital literacy as they grew up in a digital environment. Have never known a world without computers! They get all their information and most of their socialization from the Internet.
- Prefer to work in teams.
- With unlimited access to information tend to be assertive with strong views.
- Envision the world as a 24/7 place; want fast and immediate processing.
- They have been told over and over again that they are special, and they expect the world to treat them that way.
- They do not live to work, they prefer a more relaxed work environment with a lot of hand holding and accolades.





The bar graph is a combination of the years of membership and the generations in those brackets, as discussed above.

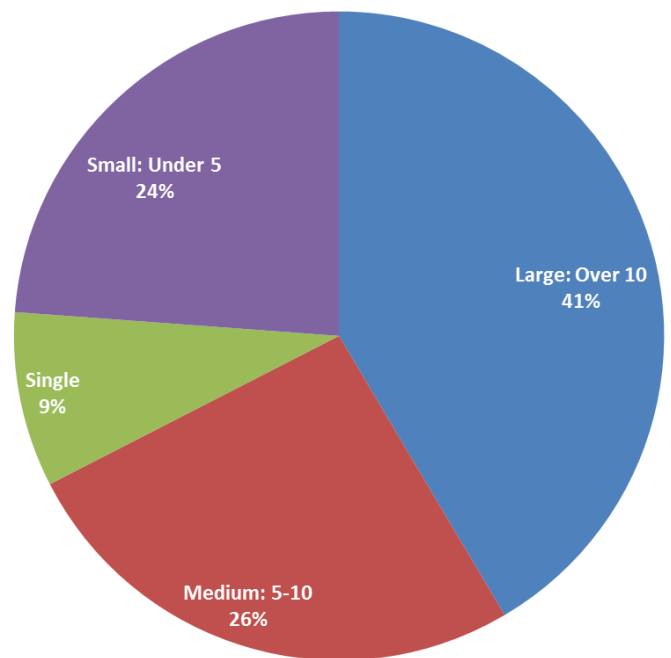
Baby boomers dominate every segment of membership duration.

When looking at the size of the firms, the majority of the agents work in firms with more than 10 agents. This is statistically a reality because of office size. Only 16% of our offices have more than 10 agents. 67% have less than 5 agents.

There are far greater numbers of single or small offices in our market.

	# Offices	% of Board
Large: Over 10	19	16%
Medium: 5-10	21	17%
Single	40	33%
Small: Under 5	42	34%

Agents by Firm Size





Membership Report

Education and Event Attendance History

Out of 470 members, the grand total shows # that participated in some form of meeting, education or event.

For this report, we broke southern Berkshire out into “mid” which encompasses Lenox, Richmond, Lee and surrounding areas.

Class Attendees Region	Webinar: CE	Tech Training	Staff Outreach	Association Governance	Professional Standards	Professional Development	Networking / Fun	Designated REALTOR	Business Luncheon	Continuing Education
Central	65	49	15	103	61	14	14	7	31	76
North	34	8	15	41	25	3	4	4	8	25
Mid-South	29	29	16	44	44	3	13	5	20	38
South	62	45	44	76	60	9	34	6	30	65
Grand Total	190	131	90	264	190	29	65	22	89	204

Of those that participated, REALTORS registered for more than 3,000 events in the past 2 years.

# Of Classes / Members	Webinar: CE	Association Governance	Continuing Education	Tech Training	Staff Outreach	Networking / Fun	Professional Development	Professional Standards	Designated REALTOR	Business Luncheon
Central	139	271	285	98	20	22	15	86	7	46
Mid-South	87	150	173	51	31	23	5	69	5	32
North	88	93	85	14	16	4	3	37	4	8
South	158	197	275	91	78	59	13	80	6	39
Grand Total	472	711	818	254	145	108	36	272	22	125



The following were offered in the past two years:

# of ALL Registrations	# Attendees
Appraisal Education	33
Association Governance	825
Business Luncheon	160
Continuing Education	1025
Day On Beacon Hill	4
Designated REALTOR	25
Designation Program	11
Networking / Fun	126
New Member Orientation	148
Professional Development	41
Professional Standards	337
Staff Outreach	160
Tech Training	276
Webinar: CE	521
Grand Total	3692

New members Event attendance:

When looking at event attendance of new members and correlated by sales, we see that association governance are the most attended.

- Are governance meetings really the most popular of new agents, or are they attending to try to win free dues?
- Why are those who aren't earning a living attending FREE education?

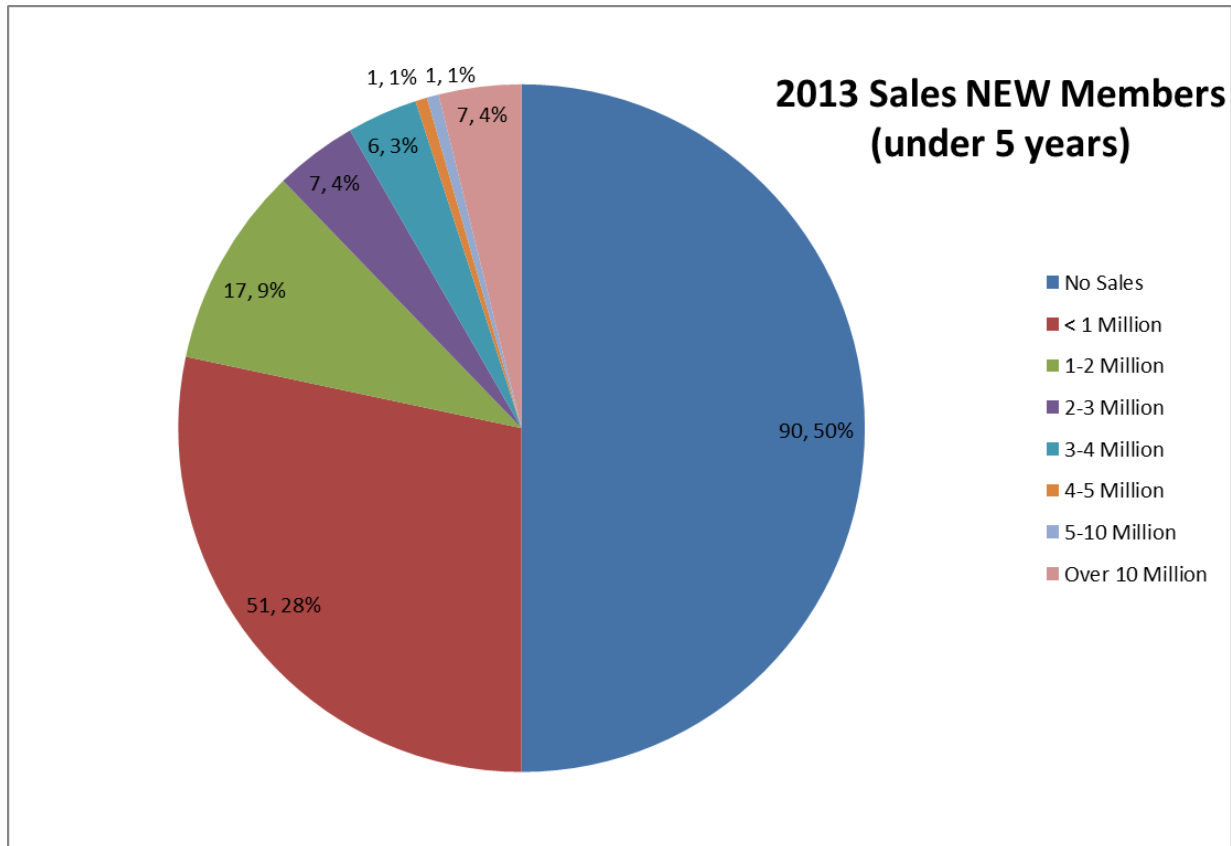
Sales	# Of Active Members <5 yrs	Association Governance	Business Luncheon	Continuing Education	Networking / Fun	Professional Development	Professional Standards	Staff Outreach	Tech Training	CE Webinar
< 1 Million	141	34%	14%	25%	6%	4%	12%	12%	18%	23%
1-2 Million	17	71%	18%	41%	12%	6%	53%	24%	41%	59%
2-3 Million	7	71%	29%	43%	0%	0%	71%	14%	43%	86%
3-4 Million	6	83%	17%	67%	0%	0%	50%	17%	50%	50%
4-5 Million	1	100%	0%	0%	0%	0%	0%	0%	100%	100%
5-10 Million	1	100%	0%	0%	0%	0%	0%	0%	0%	0%
Over 10 Million	1	100%	0%	100%	0%	0%	100%	0%	100%	100%
Grand Total	174	42%	15%	29%	6%	3%	20%	13%	23%	30%

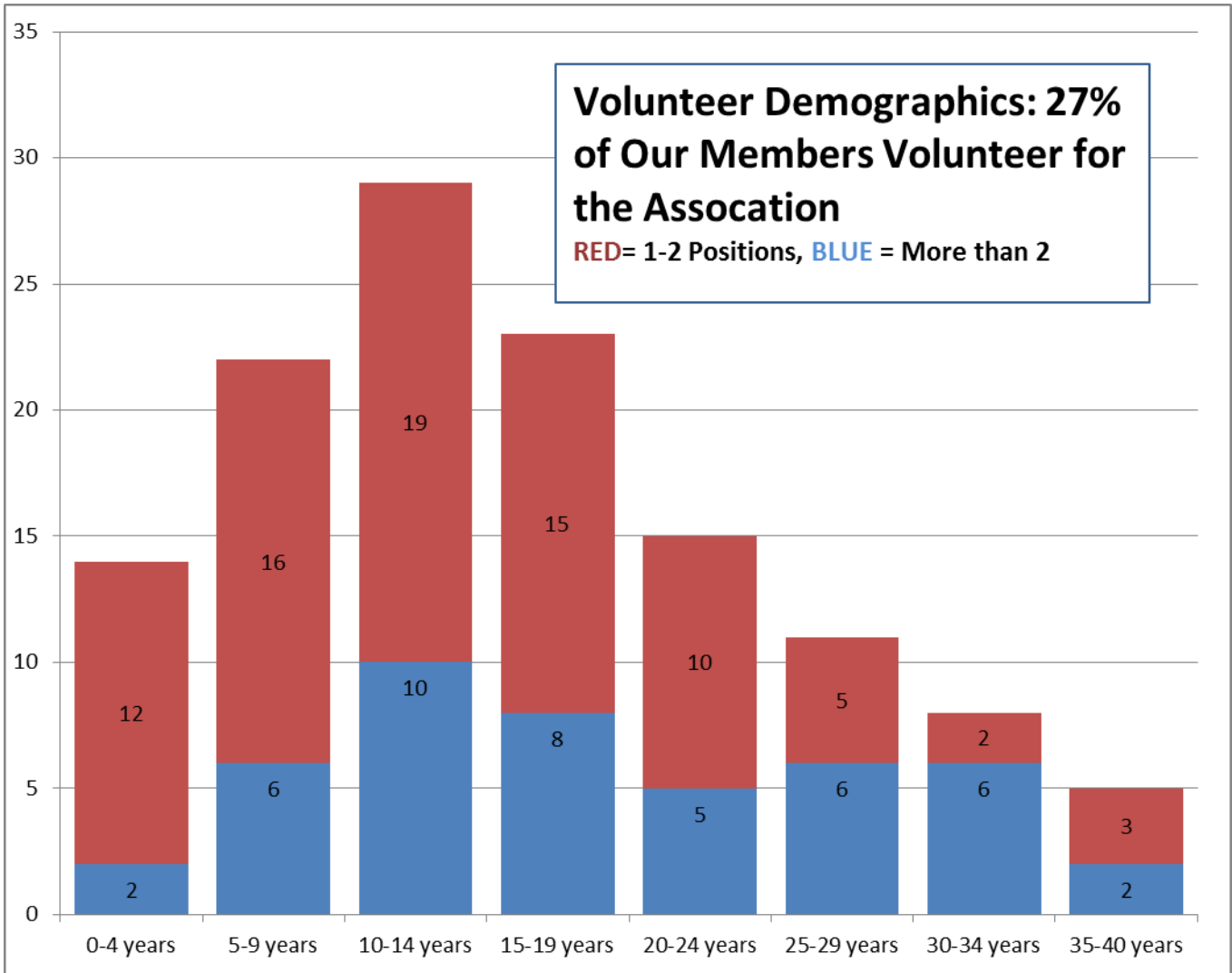


Membership Report

Attendance at Events for New Members, with sales data

- 50% of the attendees had no sales.
- 28% of the attendees had sales of less than 1M





The majority of our volunteers have been members for between 10-14 years... that statistic is the same for both casual volunteers and diehards.

For the highest producers in sales, we have over 2/3rds volunteering for the board in some capacity. Of the top producers, 1/3 does not engage at all.

Volunteer Type	Does not Volunteer	Champion Volunteer	Moderate Volunteer	Grand Total
Members Selling >3Million	26	21	27	74



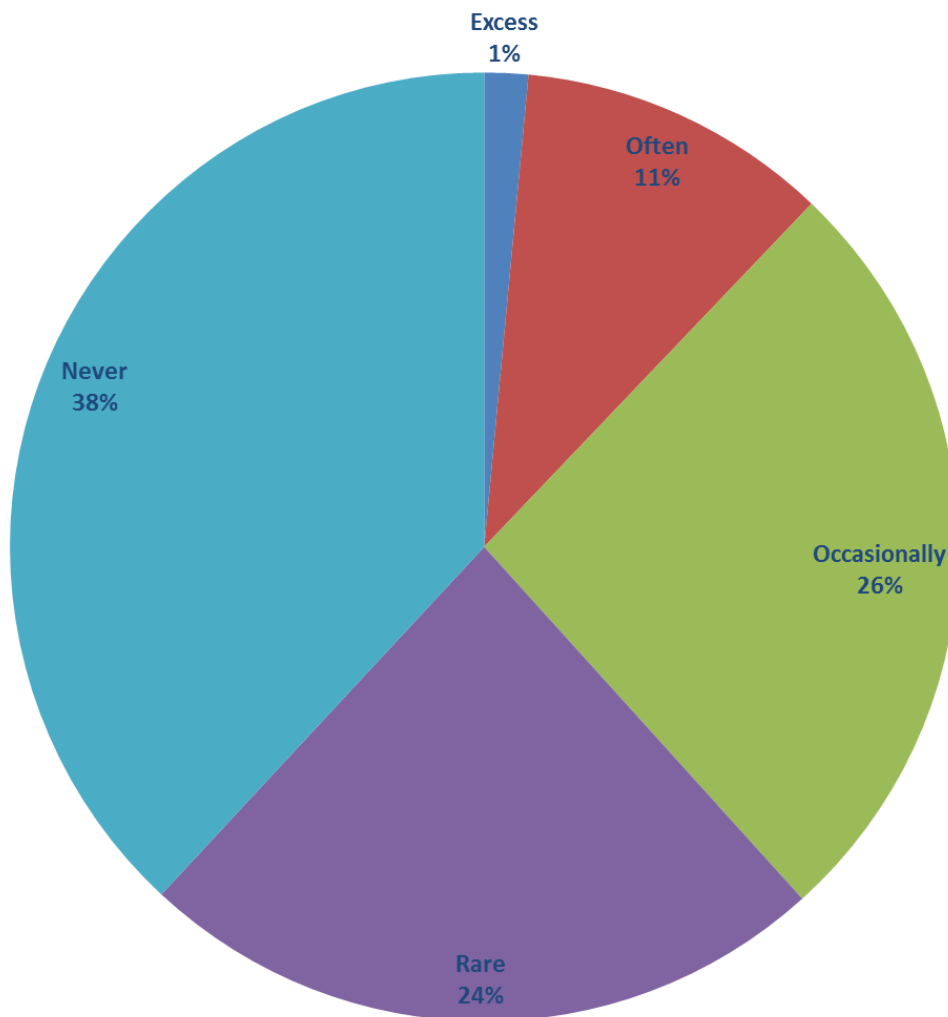


Membership Report

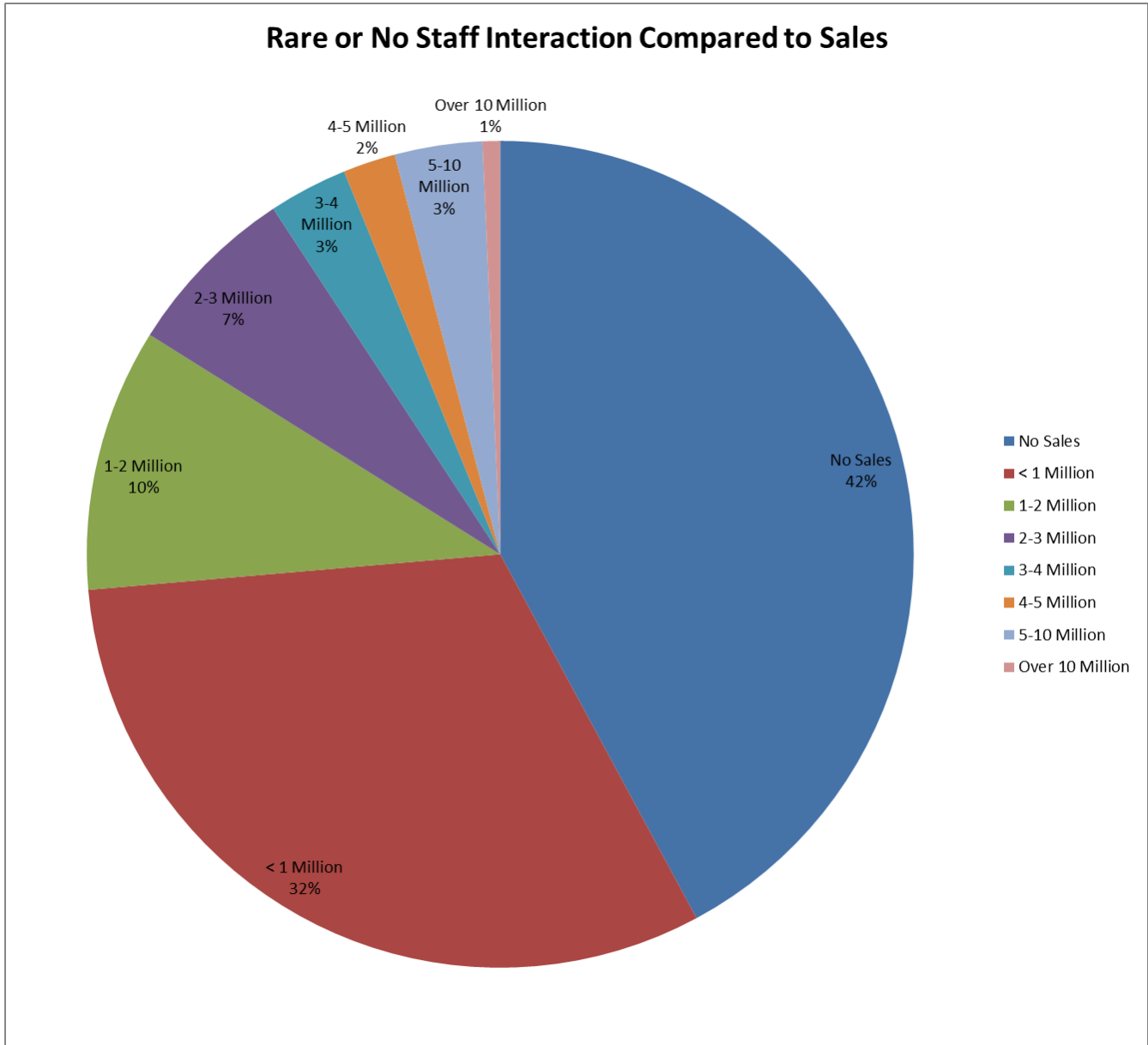
Overall, the staff interacts with members in the following frequency:

Excessively	7
Often	50
Occasionally	123
Rarely	111
Never	179
Total Members	470

Staff Interaction



- Staff communicates with 38% of our members fairly regularly, and doesn't communicate person-to-person with 62%.
- Statistics show that the people who rarely interact are not doing the majority of the business.



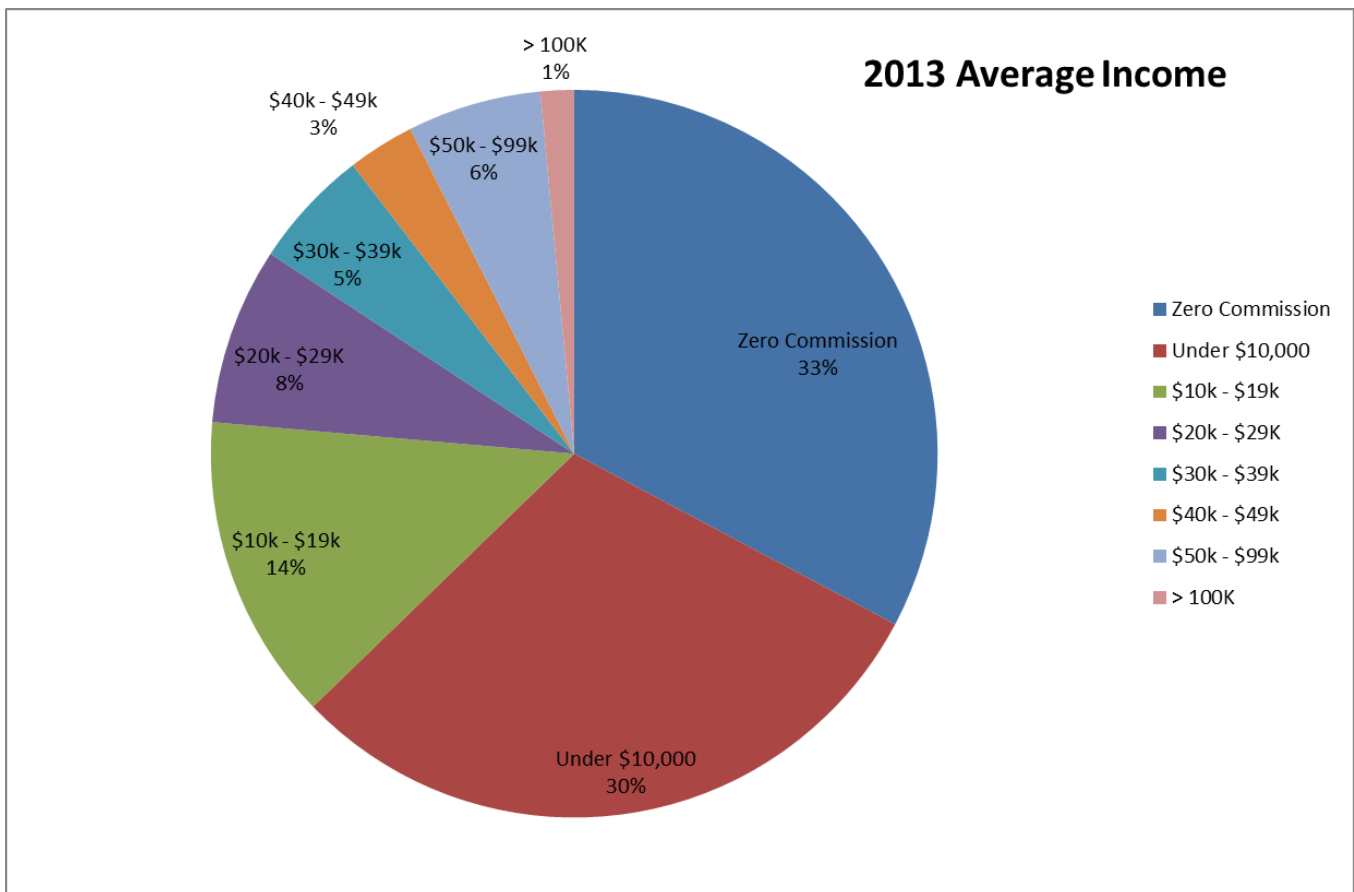


Membership Report

Remembering that only 15% of our members produce enough sales to live on, we find that 30% of those top agents communicate often with staff, another 36% do so occasionally, and 34% rarely or never contact the Board Office.

REALTORS with >3M in sales	Excess	Often	Occasionally	Rare	Never
Type of Staff Interaction	3%	27%	36%	27%	7%

Overall Sales Statistics for Board members (MLS only or Secondary members are not represented here)

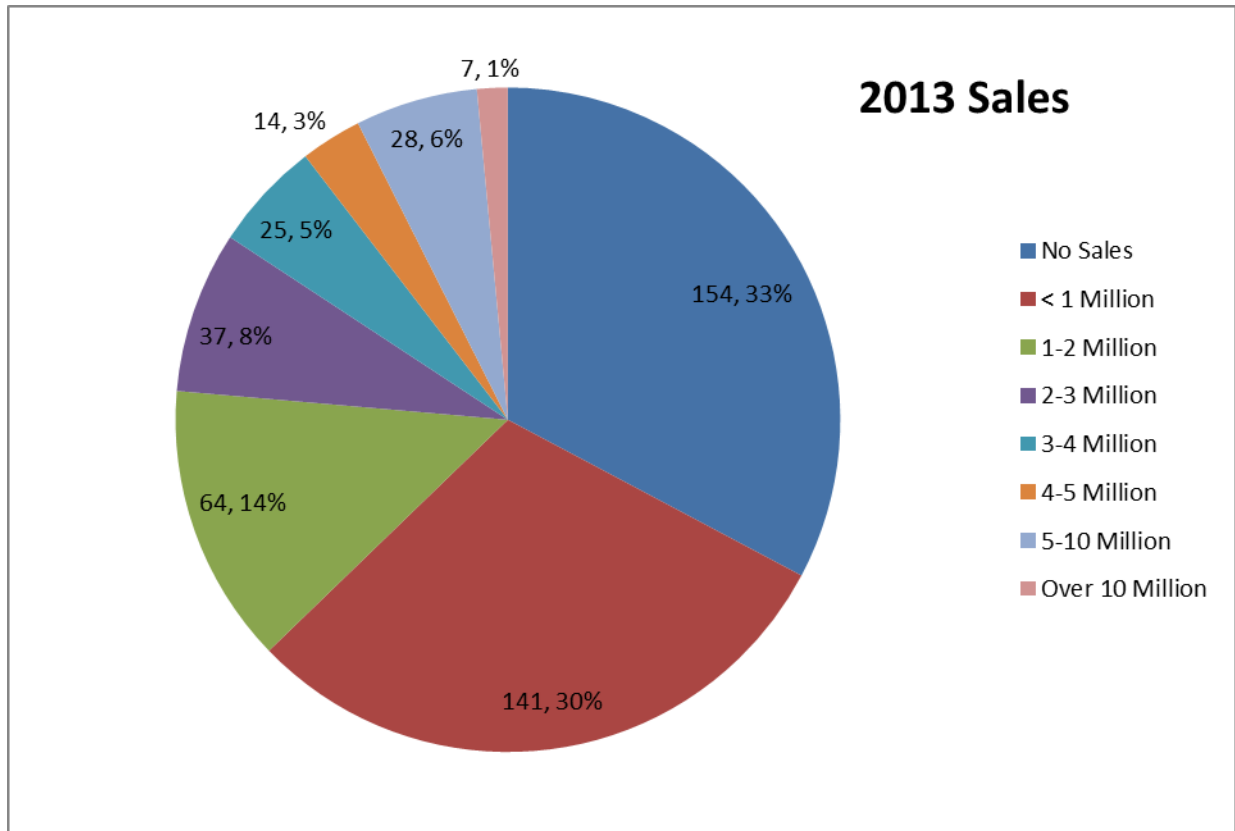


33% sold nothing, 63% of our members sold under \$1 million of real estate. Yet, at the end of 2013, 72.29% survey respondents indicated real estate is their primary source of income.

If we were to focus our services on those that earn a living in real estate, that would be only 74 members or 15.7% of our membership base.



77.1% said real estate will remain their primary source of income in the next two years.



92% of new members (in business under 5 years) haven't sold enough to rent their own apartment independently, never mind buy a house.

No Sales	154	Zero Commission
< 1 Million	141	Under \$10,000
1-2 Million	64	\$10k - \$19k
2-3 Million	37	\$20k - \$29K
3-4 Million	25	\$30k - \$39k
4-5 Million	14	\$40k - \$49k
5-10 Million	28	\$50k - \$99k
Over 10 Million	7	> 100K
	470	

