

Member Services Report, Sandy Carroll CEO

It's been a banner year in our association. Not only did we hit the 75 year mark, we also addressed many new and emerging issues for our members to keep us ahead of the curve. This year, we've had over 780 class attendees, and **received approximately 1,100 calls** and emails requesting assistance each month! That's over 13,000 times our three-person staff directly helped our members so far this year! Awesome results.

It's all about YOU! Everything you've heard and will hear today are all considered member benefits – **we only focus on initiatives that will make a difference in your business.** Government affairs? Defeating mandatory energy scoring helped our marketplace. Contract and forms most definitely directly impact your day-to-day business. And REACT gives you a good name in the community. All of our initiatives are aimed at giving you the tools to be a well-rounded, educated, ethical REALTOR.

We have a lot on our plate for 2017, and need your help to steer the direction of our work. We are asking all members to weigh in on important emerging issues and **help us develop** the education, services or products you need to stay current. We are working on environmental resources, leadership training, back to the basic resources for new agents or unsupported agents, a market watch revamp, and better education offerings. I plan to reach out to gain insight and input – not all are committees to be formed, but rather a meeting to share thoughts and brainstorm, or a phone call or email with a simple question...



Office Visits: Staff has also been conducting office visits when invited. For a minimal cost, we “take it on the road” and will come and speak at your meetings on any topic of your choosing. This year, we've mostly talked about social media in real estate, technology, agency and the law, contracts, and FlexMLS. We invite anyone to request a visit so we can customize a meeting just to suit your business needs.

Friday Recap – Read rates between 35- 40% which is an industry achievement – but still not enough. We will be working to figure out how best to get information to you when you need it. The Recap is awesome, but it can't be the only thing. More polls, videos and quickie meetings to help share the critical issues!

SOS Regional Meetings: We have an SOS meeting clock planned in North Central and South County on December 7,8 and 9th. Save that date, as we will have our traditional Board update of emerging issues, but also a brief presentation about opportunities for grant funding and state dollars for land use, and potentially new smoke detector regulations that are expected to become effective in December.

Market Watch – Great news for the majority of the county in our year-to-date sales numbers. The full version will be out at the beginning of next week, but I wanted to give a sneak peek. I'm also looking for people who use this report, either to learn about the market or to give it to their clients, to help me refine and redesign the report.

Education Initiative: We will be launching several new initiatives – first is leadership training – and that includes anyone who is interested. We also want to get back to the basics – a lot of new members are coming through the doors hungry for knowledge. We need to step up and make sure we're providing the skills and information so that the agent on the other side of the transaction can do their job effectively. Sue and I have already whirled the rolodex and are trying to combine national speakers with area experts... I think you'll be pleased, but will also be reaching out to anyone interested in providing feedback before we do anything.

Strategic Plan – Church and the Board you'll elect today will need to revamp and reexamine our strategic plan. It can be an exciting time to effect change in the industry and the Board – make sure you keep your questions, comment and most importantly your suggestions coming! We review and study them all!

Take our survey... it's really general this year – and quick to do. The other difference is that we ask you to indicate the areas that you'd like more information, and the areas you'd like to contribute, either suggestions or to be part of a brainstorming group to help develop some new services.

[Take the Survey Here!](#)

As always, we thank you for your membership and look forward to an outstanding 2017 ahead!

