

Installation of
Officers
Brainstorming
Exercise



1. What do you think consumers need to know about our business that they don't already know?

- *The difference of a Realtor and Licensee*
- *The experience we bring to the transaction*
- *Realtors keep the consumer out of trouble*
- *The don't know what they don't know*
- *The critical stewardship we provide to ensure the critical success of the transaction*
- *Realtor's negotiation skills*
- *How buyer agency works: Agency Relationships and Dual Agency*
- *The consumer public doesn't know how we are compensated*
- *How many hours we put in behind the scenes*
- *We have the duty of full disclosure*
- *We cooperate and compensation together*
- *We need E&O insurance*
- *The expenses in running our business*
- *We have a personal life. Urgent late night calls / holiday calls*
- *We don't monitor you're your property, take care of your own mowing, plowing and sanding*
- *That this is a business, we are not tour guides.*

2. What educational topics will the membership most benefit from in the year ahead?

- *Hands-on Training for Ziplogix, updates to the Code of Ethics*
- *Government Affairs Updated related to the Berkshires, PCB's for example*
- *New Forms, those that have been updated*
- *New social media tools, how to troubleshoot sites, personal pages versus business pages*
- *Pathways to professionalism*
- *FlexMLS Training*
- *Dropbox and cloud storage*
- *Cyber Fraud*

3. How can we have the most impact in the eyes of the public as being an integral part of the charitable and local community?

- *More press and recognition for what our REACT committee is already doing (Battle of the Bartenders, Chili Cookoff, Breaking bread, Hunger Walk, Relay for Life, etc..)*

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4. What are the biggest challenges facing home buyers in the next few years that we could collectively help address?

- *Astronomical college debt and the inability for 1st time homebuyers to afford down payments or qualify with debt to income ratios*
- *Lack of affordable housing for people with average (workforce) income*
- *Lack of Internet access – speak to legislation!*
- *Rising Interest rates*

5. What are the biggest challenges facing home sellers in the next few years that we could collectively help address?

- *Continued downward pressure on pricing due to decreasing population and lack of economic development.*
- *Work with marketing towns and state agencies to bring business to the Berkshires*
- *Fragmented and incorrect information about their property across multiple consumer databases, bad Zestimates, and inaccurate information.*
- *Maintaining the property and understanding the new laws and insurance issues that may need to be taken care of before sale (knob and tooth, flood hazard, oil line encasement, etc...)*
- *Sellers having to address aging home issues (orangeberg, asbestos, chimneys, etc)*
- *Helping them understand the updates must happen up front or a reduction in price is necessary*
- *Aging demographics are looking for 1 level living with our housing stock of capes and colonials.*
- *Reduction in population*

6. What are the top qualities that make a REALTOR critical and/or valuable to a transaction?

- *Knowledge of the communities*
- *Financing, inspection issues*
- *Negotiation skills*
- *Cooperating with fellow realtors*
- *We make everything happen through effective communication*
- *Most buyers and sellers only buy one home in their lifetime – we have so much more relevant experience since we do it daily.*

7. What knowledge do you think is important for newer agents to have within the first 6 months to be considered a professional?

- *Ethics Training – Respect for All (Pathways to Professionalism)*
- *Negotiation*
- *Contracts*

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- *Understanding the needs of being empathic with clients and customers*
- *Knowledge of Demographics*
- *Understand who to go to for answers*
- *Respect*

8. What technology /services do you find critical to your business that we could help you manage?

- *ESignatures, Dotloop, DocuSign, Ziplogix*
- *How to use contract software and Flex on andriods*
- *Education on using technology should earn CE credits*
- *Social Media and Facebook*
- *How to use the Cloud / Google Drive*
- *Cyber Fraud*

9. According to the NAR Home Buyers and Sellers Survey, only 59% of buyers were very satisfied with their home buying process. Is there a role the association should play in helping improve that?

- *Realtors need to guide clients through the process of TRID, etc..*
- *Reverse or modify the over the top TRID regulations*
- *Compete with Zillow Effectively – be the source of the information*
- *Better TV ads that show the value of a REALTOR*
- *Educate the public con value – local experts, counselors and coaches*

10. What can we do to increase attendance at the SOS meetings that bring relevant, local information and speakers to each region? Or alternatively, are they not valuable?

- *There is a lack of knowledge about SOS meeting, or the value of SOS*
- *Highlight the topic and speakers that will be there to make it interesting*
- *Make them early in the morning. Instead of 9:30 -11 a.m. consider 9-10*
- *Utilize Pop-ups in Flex for the SOS reminders*

11. How can we keep REALTORS integral to the home buying and selling process?

- *Not simply providing information, but providing support, council, market knowledge and negotiation skills.*
- *Developing personal connections*
- *Representing the clients best interest*
- *Knowledge Experience and Insights into the market!*

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- *Be always at our best. Know how to answer, “How’s the market?”*
- *Keep transactions in order and progressing smoothly.*
- *Question: Has there been an increase in self-representation following the advent of online real estate sites?*

12. What are the features of the MLS you either love and hate?

- *New Listings, Data is good*
- *Perhaps 2 presentation modes – one for Realtors and one for buyers.*
- *Improve presentation of data*
- *Add mortgage calculators and prevailing rates*
- *Ability for syndication feed to pick up “More” content in property descriptions*
- *Automatic link to town departments*
- *Indication of a house in in a flood plain*
- *Automatic link to parcel map ID*

13. Technology classes and webinars are poorly attended but the majority of the support calls to the staff are about those topics. How can we help in a more effective manner?

- *Make agents more aware of where the tutorials are*
- *Survey the members for the best time and day for live classes and make the survey bold on the Friday Recap and in Flex*
- *Sue the Friday Recap to Direct to Tutorials – make it bold and urgent looking*
- *Hold tech education meetings during happy hour with free drinks*