

Involvement Survey

October 2018

National Association of REALTORS® Research Group

Executive Summary

Member Involvement

The majority of respondents (59 percent) are at least somewhat involved in organizations outside of real estate, such as civic or non-profit organizations in their community.

Seven in ten respondents have never served as a volunteer or leader for any real estate society or organization. Of the members who have, 22 percent have served as volunteers and 11 percent as elected leaders.

Nearly half (48 percent) of those who have volunteered for a real-estate-related organization are at least somewhat involved as a volunteer with their local REALTOR® association. The majority are not at all involved as with any other real estate organizations.

Half (51 percent) of those who have served as elected leaders with these organizations are currently leaders with their local REALTOR® association. Most are not at all involved as a leader for any other real estate organizations.

The greatest motivators for members who have volunteered or served as elected leaders at the local or state levels were desires to give back and make a difference in their community and to become more involved with and have more knowledge of real estate issues.

Perceptions of NAR Governance

Over half (52) percent of members in general cited lack of time to participate as barrier to involvement. Twenty-two percent said they simply didn't know how to get involved. Members had mixed feelings regarding NAR's appointment and election process. The negative sentiments included perceptions that

positions are not open to everyone, that the process leans toward elitism and non-inclusivity, and that NAR governance is too political for the average member to become involved. In contrast, other respondents reported feeling that the process was fair and that they people who were chosen were the best qualified and most knowledgeable candidates. Many expressed, however, that they had no knowledge of the process and were frustrated by a lack of transparency in ways to participate on a national level. If members were to get involved, their greatest motivators would be to create positive change within the industry (42 percent) and to protect the real estate industry (42 percent), followed by desires to give back and make a difference (32 percent) and to do whatever work needed to be done to keep REALTORS® at the center of the real estate transaction.

Recommendations

Much of the leadership and volunteerism occurs at the local level. In order to facilitate greater national-level involvement, NAR should find ways to be more transparent about how individual members can become more involved as volunteers and leaders. Providing more information about the process of NAR appointment and elections such as the reasons why specific people are chosen and their qualifications for their specific position, might inspire more confidence among members and encourage greater involvement rates. The process of moving volunteers from local to NAR leadership should also be examined, since most volunteer leaders appear to restrict their efforts to their local organizations only.

Methodology

In October 2018 a survey was sent to a random sample of members to assess their perceptions of NAR governance. The survey was directed towards those members who had never been involved in NAR governance or volunteered for NAR on the national level.

Of 49,379 surveys delivered, 3,142 respondents completed the survey, yielding a total response rate of 6.36%. At a 95% level of confidence, the overall results have a margin of error of +/-1.69%. This margin of error is low enough that results overall can be considered quantitative and reflective of all members to within that margin of error.

Demographics of Survey Respondents: The typical respondent has been in real estate for 12 years and holds no state or local leadership positions.

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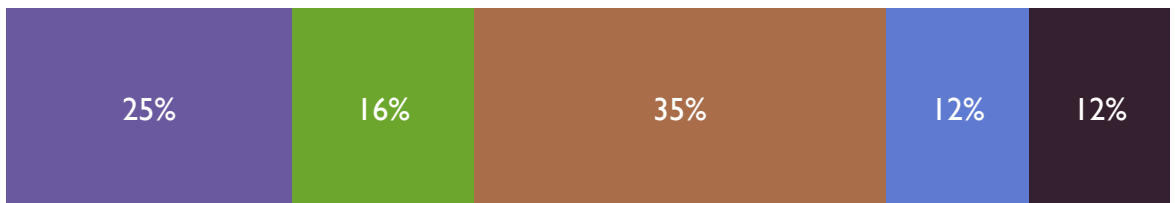
Involvement Outside Real Estate

The majority of respondents (59 percent) are at least somewhat involved in organizations outside of real estate.

HOW ACTIVE ARE YOU IN ORGANIZATIONS OUTSIDE OF REAL ESTATE?

N = 2851

■ 1 - Not at all involved ■ 2 ■ 3 - Somewhat involved ■ 4 ■ 5 - Extremely involved

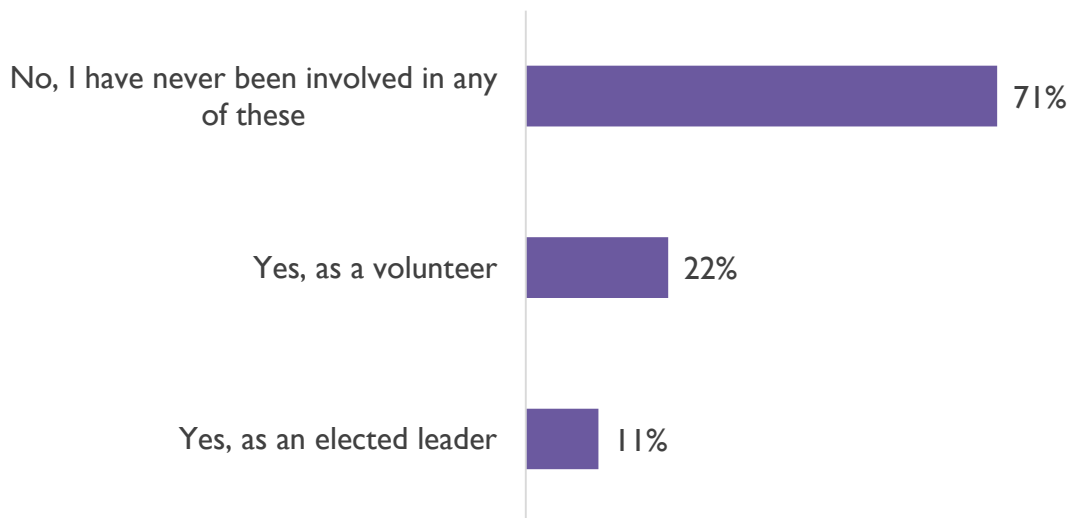


Outside Real Estate Leadership & Volunteerism

Most respondents have never served as a volunteer or leader for any real estate organization. One-third have volunteered (22 percent) or held elected positions (11 percent).

HAVE YOU EVER BEEN INVOLVED IN A
REAL ESTATE-RELATED
ORGANIZATION (INCLUDING LOCAL
AND STATE REALTOR®
ASSOCIATIONS)

N = 2935



Real Estate Volunteerism

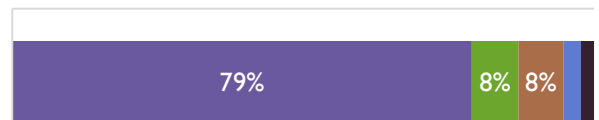
Among those who have volunteered with a real-estate-related organization, nearly half (48 percent) are at least somewhat involved as a volunteer with their local REALTOR® association. The majority of these members are not at all involved as a volunteer with any other real estate organizations or societies.

HOW ACTIVE ARE YOU CURRENTLY AS A VOLUNTEER?

N = 623

■ 1 - Not at all involved ■ 2 ■ 3 - Somewhat involved ■ 4 ■ 5 - Extremely involved

WITH ANOTHER STATE/LOCAL-LEVEL
REAL ESTATE SOCIETY, COUNCIL OR
INSTITUTE



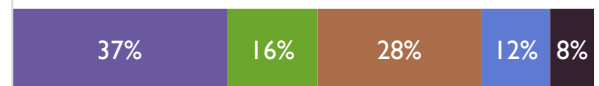
WITH ANOTHER NATIONAL-LEVEL
REAL ESTATE SOCIETY, COUNCIL OR
INSTITUTE



WITH YOUR STATE REALTOR®
ASSOCIATION



WITH YOUR LOCAL REALTOR®
ASSOCIATION



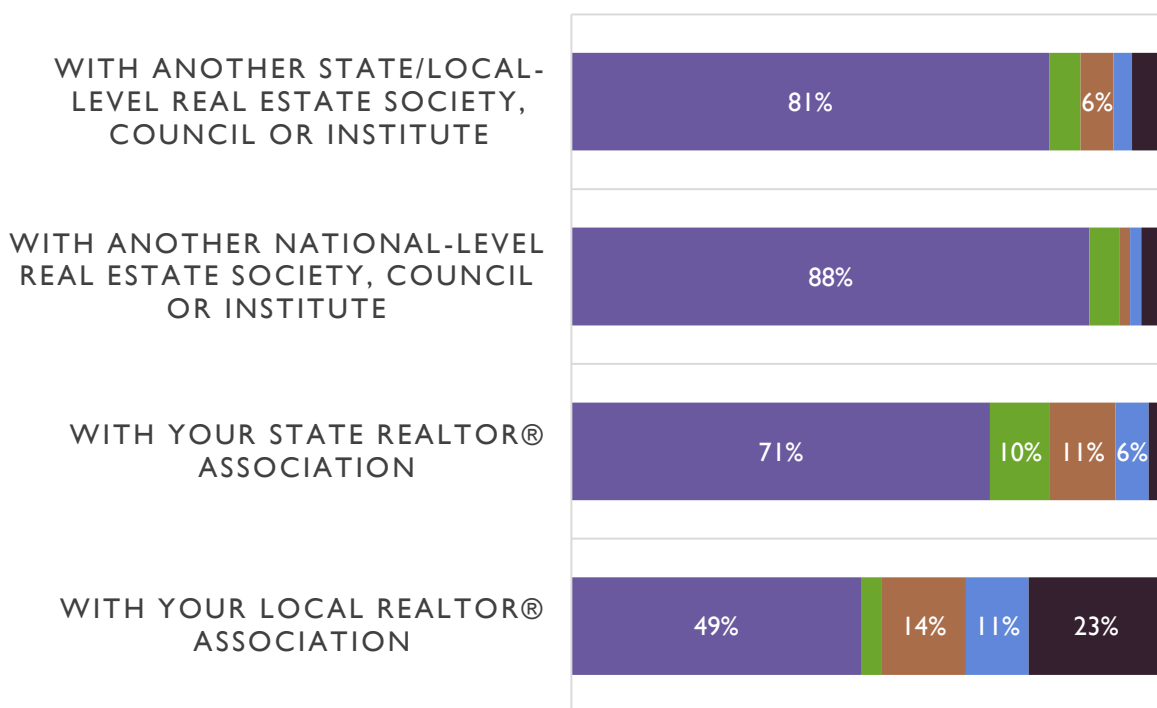
Real Estate Leadership

Among elected leaders, half (51 percent) are leaders for their local REALTOR® association. Most respondents are not at all involved as a leader for any other real estate-related organization.

HOW ACTIVE ARE YOU CURRENTLY AS AN ELECTED LEADER:

N = 321

■ 1 - Not at all involved ■ 2 ■ 3 - Somewhat involved ■ 4 ■ 5 - Extremely involved

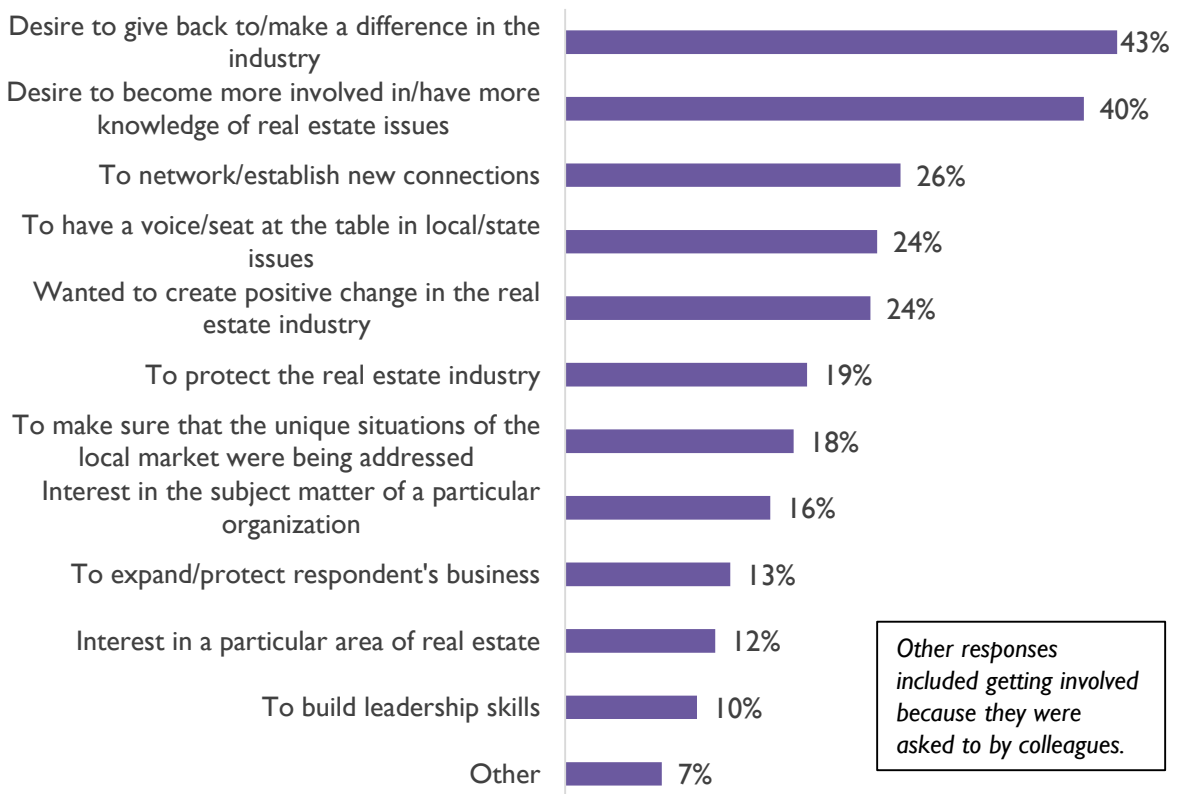


Motivation for Involvement In Real Estate Organizations

Members involved in real estate organizations as volunteers or leaders were most often motivated by the desires to give back and make a difference in their community (43 percent) and to become more involved and have more knowledge of real estate issues (40 percent).

WHAT ARE THE PRIMARY REASONS YOU CHOSE TO GET INVOLVED IN A REAL ESTATE ASSOCIATION AT THE LOCAL OR STATE LEVEL, OR WITH ANOTHER ORGANIZATION (EITHER AS AN ELECTED LEADER OR VOLUNTEER)?
(CHOOSE UP TO 3)

N = 777

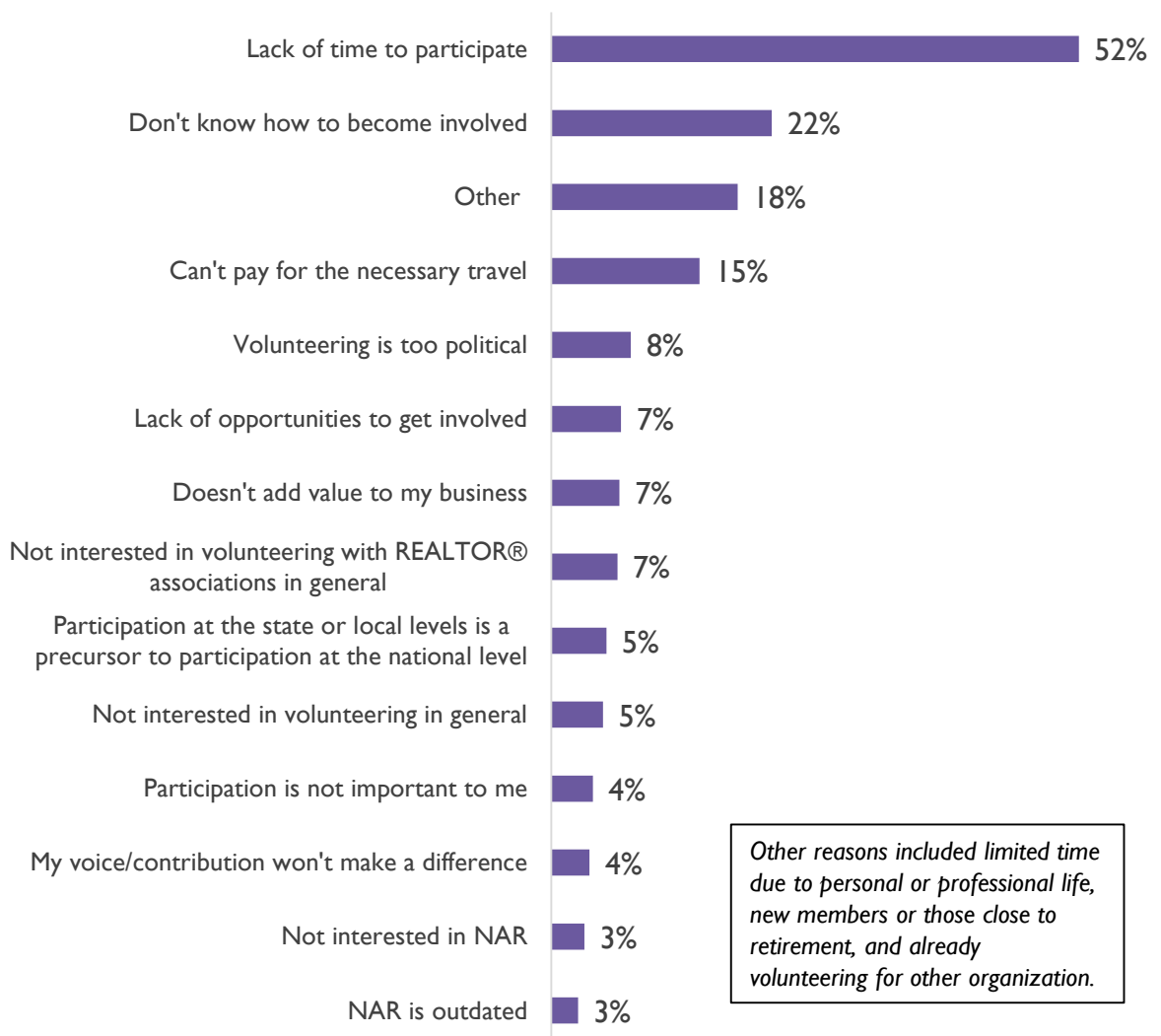


Perceived Barriers

Lack of time to participate (52 percent) and the absence of knowledge of how to become involved (22 percent) were the greatest barriers to getting involved on the national level with NAR.

WHAT PREVENTS YOU FROM GETTING INVOLVED AS A VOLUNTEER OR LEADER AT THE NATIONAL LEVEL WITH NAR?

N = 2485



View of the Election Process at NAR

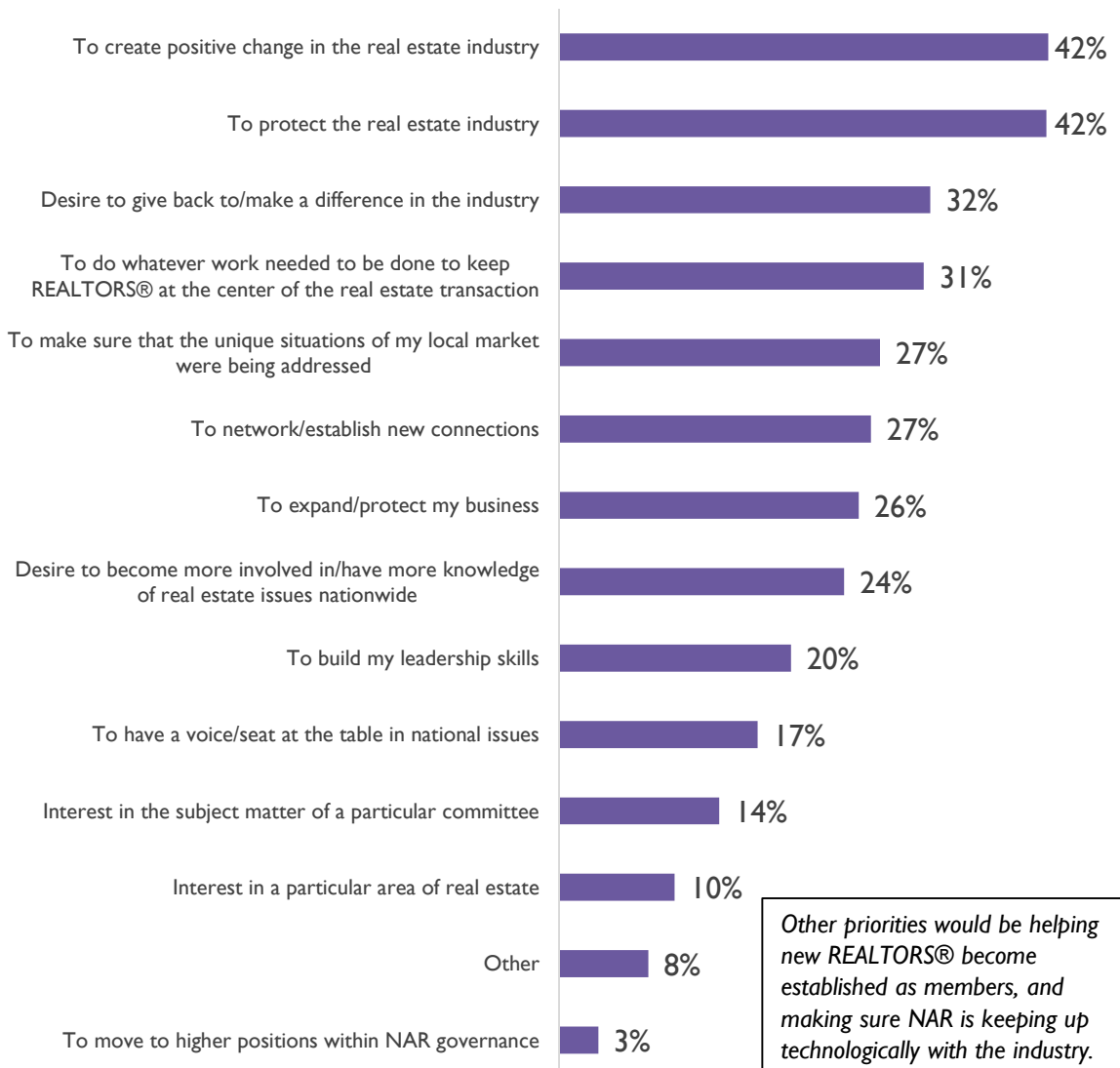
- Members ($N = 1055$) were asked what their top perceptions of the NAR election and appointment process were. These were the most commonly expressed sentiments:
 - **Negatives:**
 - Leadership positions are not open to everyone
 - Process is elitist and not inclusive – more about who you know
 - Too political
 - Many had no knowledge of the process and expressed their frustration with a lack of transparency
 - **Positives:**
 - Fair and equitable process
 - Those who are chosen are knowledgeable and qualified for their position
 - **Overall recommendations:**
 - Provide more information about the process, such as the reasons why specific people are appointed and their qualifications.
 - Be more transparent about the ways in which individual members can play an active role in the election and appointment process.

NAR Involvement Priorities

If respondents were to get involved, their priorities would be to create positive change within (42 percent) and to protect the real estate industry (42 percent), followed by desires to give back and make a difference (32 percent) and to do whatever work needed to be done to keep REALTORS® at the center of the transaction (31 percent).

WHAT WOULD BE MOST IMPORTANT TO YOU IF YOU WERE TO BE INVOLVED AS A VOLUNTEER OR LEADER FOR NAR?

N = 2485



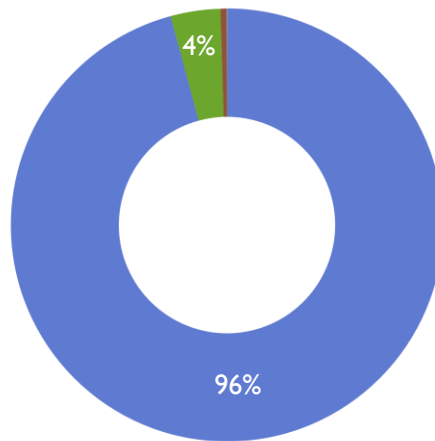
Other priorities would be helping new REALTORS® become established as members, and making sure NAR is keeping up technologically with the industry.

Demographics

The majority of respondents hadn't held a national-level leadership position (96 percent), and are not currently involved as a national-level volunteer for NAR (99 percent). The respondents who responded "Yes" to either of these questions did not complete any other questions in the survey.

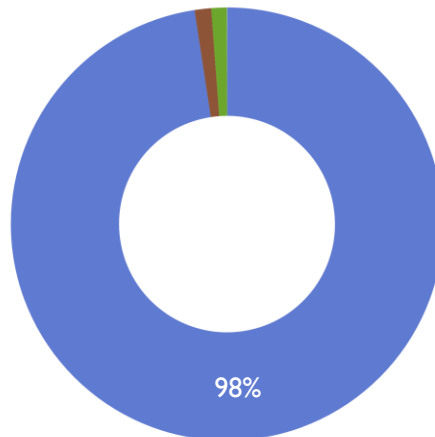
HAVE YOU EVER HELD A NATIONAL-LEVEL LEADERSHIP POSITION FOR NAR?

■ Yes ■ No ■ Don't know



ARE YOU INVOLVED AS A NATIONAL-LEVEL VOLUNTEER FOR NAR?

■ Yes ■ No ■ Don't know

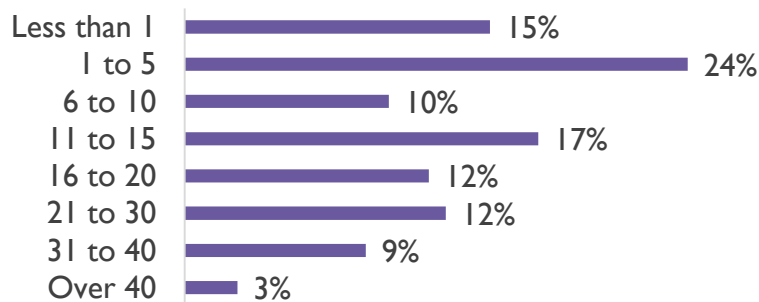


Demographics

The typical respondent has worked in real estate for 12 years and does not serve in any of the supplied leadership positions at the state, local, or MLS level.

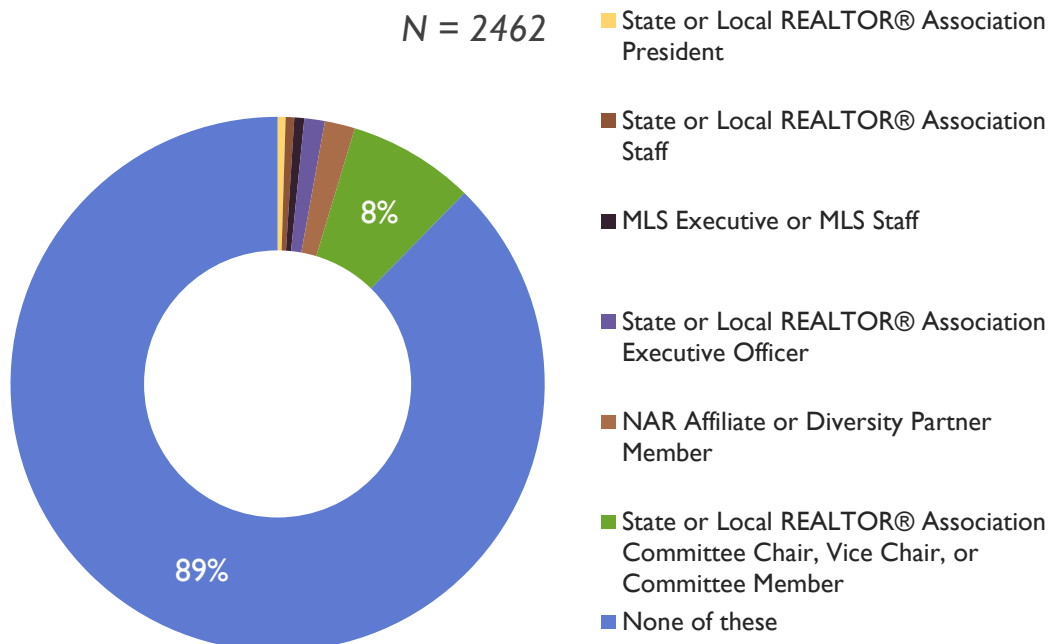
HOW MANY YEARS HAVE YOU BEEN IN REAL ESTATE?

MEDIAN = 12
N = 2397



WHICH POSITIONS DO YOU CURRENTLY HOLD?

N = 2462





The National Association of REALTORS® is America's largest trade association, representing 1.3 million members, including NAR's institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

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The Mission of the NATIONAL ASSOCIATION OF REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

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