

## Constant Contact Survey Results

**Survey Name:** 2020 Member Survey  
**Response Status:** Partial & Completed  
**Filter:** None  
Apr 27, 2020 1:14:25 PM

### 1. How long have you been a REALTOR member?

	Number of Response(s)	Response Ratio
Less than a year	4	5.1%
1 to 5 years	11	14.2%
6 to 10 years	17	22.0%
10 years or more	44	57.1%
No Responses	1	1.2%
<b>Total</b>	<b>77</b>	<b>100%</b>

### 2. In your opinion, do you feel the majority of the members of the NWIA board act in a manner which exemplifies the professionalism that is expected and outlined by the REALTOR Code of Ethics?

	Number of Response(s)	Response Ratio
Yes	45	59.2%
No	6	7.8%
Somewhat	26	34.2%
<b>Total</b>	<b>76</b>	<b>100%</b>

3. If you answered "No" or "Somewhat", please select the method(s) you feel would help to improve the level of professionalism among members of the NWIA organization. Check all that apply.

	Number of Response(s)	Response Ratio
Mandatory session of local NWIA ethics training. This would be in addition to training required for licensure.	11	26.8%
Broker training on ethics and monitoring sales associates	21	51.2%
Better ethics violation reporting methods	19	46.3%
Other	19	46.3%
<b>Total</b>	<b>41</b>	<b>100%</b>

4. Are you familiar with HomeSnap?

	Number of Response(s)	Response Ratio
Yes, I know what it is and I use it.	22	28.5%
Yes, I know what it is, but I do not use it.	49	63.6%
Nope. Never heard of it.	5	6.4%
No Responses	1	1.2%
<b>Total</b>	<b>77</b>	<b>100%</b>

5. For those familiar with HomeSnap but aren't using it: help us understand why you're not using it.

50 Response(s)

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**6. When you place a SentiLock lockbox on your listing, do you program it to the address and use its beneficial options?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Yep, sure do, every time!	46	59.7%
Yep, I do sometimes.	18	23.3%
Nope.	10	12.9%
No Responses	3	3.8%
<b>Total</b>	<b>77</b>	<b>100%</b>

**7. If you do not use the SentiLock lockbox beneficial options, please tell us why.**

Response(s)

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**8. The MLS Committee is considering an app driven scheduling service which could be used to schedule appointments for listings. The app would notify the agent (and possibly the sellers) of an appointment time for a showing. The cost of this software would likely be \$30 to \$50 dollars annually per member. Would you use this type of service to schedule your appointments and be willing to pay for it?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Yes, I would use that service and I would be willing to pay for it.	10	12.9%
Yes, I would use a scheduling service if it was available, but do not want to pay extra for it.	7	9.0%

I'm neutral. I could take it or leave it.	22	28.5%
Nope, I would not use such a service if it was an option.	36	46.7%
No Responses	2	2.5%
<b>Total</b>	<b>77</b>	<b>100%</b>

**9. NWIA's local MLS and National Association of REALTORS offer a great deal of technology tools to you. On which of these would you like to receive additional training? Check all that apply.**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Paragon, our MLS system	37	53.6%
HomeSnap	43	62.3%
Realtors Property Resource (RPR), a service of the National Association of REALTORS	34	49.2%
SentriLock, our lockbox system	22	31.8%
Other	5	7.2%
<b>Total</b>	<b>69</b>	<b>100%</b>

**10. Where do the majority of your buyers get information about the properties listed for sale in the MLS area? Check all that apply.**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Local brokerage websites	35	46.0%
Yard signs	36	47.3%
Realtor.com	55	72.3%
Zillow	61	80.2%
Google	2	2.6%

Printed Real Estate Guides	8	10.5%
HomeSnap	5	6.5%
Agents	39	51.3%
Other	19	25.0%
<b>Total</b>	<b>76</b>	<b>100%</b>

**11. Many boards hold social events to raise funds for RPAC, the REALTOR Political Action Committee. Would you participate in such fun activities if offered? Examples include a poker run, scavenger hunt, golf outings, axe throwing, pistol range, rock climbing, can stacking, social grill-out, pizza night, outdoor movie night, baseball night, wine tasting, chili cookoff, smoker competition, and more. Would you be willing to volunteer your time to serve on a workgroup to help plan and execute these types of events?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
I'm a party person! Yes, I would participate and Yes, I would help organize these events	16	20.7%
Yes I would participate, but nope, I'm not one to be on the organizing team.	37	48.0%
Nope, I'm not coming, and I certainly am not organizing.	21	27.2%
No Responses	3	3.8%
<b>Total</b>	<b>77</b>	<b>100%</b>

**12. If offered a discount, would you be willing to pay your annual dues for the next year by December 1?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Yes	63	81.8%
No	0	0.0%
Maybe	14	18.1%
No Responses	0	0.0%

<b>Total</b>	77	100%
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**13. If a drawing were held for someone to win their annual dues reimbursed (a free membership), would you be willing to pay your annual dues for the next year by December 1?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Yes	55	71.4%
No	7	9.0%
Maybe	14	18.1%
No Responses	1	1.2%
<b>Total</b>	77	100%

**14. When you contact NWIA staff at the board office, do you feel your questions get answered in a timely fashion, with correct information and in a friendly manner?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Yes	68	88.3%
No	1	1.2%
Sometimes	2	2.5%
I have never contacted the Association staff	4	5.1%
No Responses	2	2.5%
<b>Total</b>	77	100%

15. If you answered "No" or "Sometimes" to the above question, please explain your response.

7 Response(s)

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16. NWIA sends a monthly newsletter at the beginning of every month. Do you feel this publication contains valuable information? Feel free to add additional comments.

	Number of Response(s)	Response Ratio
Yes	63	81.8%
No	2	2.5%
Neutral	11	14.2%
I delete without opening it	1	1.2%
No Responses	0	0.0%
<b>Total</b>	<b>77</b>	<b>100%</b>

20 Comment(s)

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17. What is the greatest challenge you face as a real estate agent?

Response(s)

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### **3. If you answered "No" or "Somewhat", please select the method(s) you feel would help to improve the level of professionalism among members of the NWIA organization. Check all that apply. - Other responses**

And better enforcement actions by the board

Professional Communication course, communicating in the digital era.

hold meetings somewhere other than Sioux City

train all you want, the problem is greed and disrespect of others

We have a lack of basic knowledge

It isn't a majority, but enough to make it something to look closer at.

I've met several agents that have no regard for ethics unless it benefits them.

MLS Rules missed a lot

### **5. For those familiar with HomeSnap but aren't using it: help us understand why you're not using it. - Responses**

they charge for several of their platforms and seems cumbersome to look up a property

I just need to look into more. I plan on using it

Not full time, so I do not want to pay to advertise on it.



Just don't care to.

I don't feel the general public has much knowledge of it and they don't use it therefore I wouldn't reach very many people

The Board should train on this

"I use it look up porperties and send to clients but thats about it.

Is there more to it?"

Hasn't been effective for me & the additional costs aren't in my marketing plan

I find it hard to search houses unless I am standing in front of the house. I was trying to look up a house on Jennings Street but did not know the address. I go to the search bar and type in Jennings and gives me Jennings, KS, Jennings, Ok, Jennings MO. So I type in Jennings St, Sioux City Iowa and nothing happens. So I quit and give up.

Lack of knowledge

There are other apps that are more convenient.

Other tools work better for my situation

I don't know what it is part of mls I think

Just have never looked into using it.

Broker who is not active in the MLS

Just haven't taken the time to really look at it.

Just never took the time

"Technology isnt my best trait. Homesnap like everything else we use charges the agents.

I dont see it being used by many agents. they still text you with their questions and showings."

Nearing retirement and limiting the number of methods I use.

All the tools we have can be overwhelming. Maybe a webinar of tools and uses / how to use them?

Been in hospital and respite care

too much technology to deal with slows me down

I use it sometimes it often does not pull enough data for me

do not know how!

My fault I have not taken the time to learn how to use it to my benefit

Just need to get more familiar with it

Just have not taken the time to figure out the best aspects of this app. Not sure if this is included in our MLS fees, or if there are additional fees to utilize this feature. I am not certain of the benefits of it, nor have I seen other agents utilizing it? So maybe need a refresher on how best to gather this information.

Honestly, I probably haven't given it enough of a try. I thought it was not very user friendly in the beginning. I have other ways of doing business and really just didn't want one more app to have to check and maintain.

I don't see the need for it. I don't understand why we don't have a website where Paragon supplies all listings to the public?

Does not add anything additional to what I am doing already

Just haven't had a reason to use currently:(

So many services to choose from and have not yet found a good reason to pay the high fees to get it. I also, I admit, do not know much about at this point and how it might benefit me vs other services.

Just one more online platform - already using/paying for 2 other ones

It doesn't seem very user friendly, and a lot of places I click within the app want to charge you extra.

just like everyone I get inedited with new web sights and ideas. un-like everyone I feel most of these tools are weakening our industry not helping. Thus I've never explored it

Not familiar with it.

When I do use it the way the program presents information about properties doesn't seem logical at least to me

I am actually just minimally using it.

don't know the benefits

My clients have said they dont like it, & i havent learned how to use it

I never think of it

We have an app with our brokerage that I use

I've used it. So far I like it.

I have not been run through on it nor do I understand why I would need it and what benefit it provides to me. No one explained this information when I became a member.

Its not very easy to use. It's too small on my phone.

just haven't at this point but might check it out.

I prefer using the MLS website directly as it's easier.

In my area not all agents are Realtors, so not all listings in the area appear on HomeSnap. I would rather direct clients elsewhere to help aid their search rather than an app that cannot provide all the data they need.

Just need to take the editorials

Don't understand the difference with HomeSnap and any other platform like Zillow, Realtor, Homes.com, Trulia just so many out there.

**7. If you do not use the SentiLock lockbox beneficial options, please tell us why. - Responses**

Commercial agent.

Some listings already have a keypad that unlocks and locks the door. So I just give the code.

Have not used enough to know all the options

I am not currently practicing real estate so do not need this function. However, I feel I could use some extra training on this topic so when I re-enter I will take a Youtube video on this function.

Broker with no Active listings

Just never took the time

Use them when need them.

You're a ding dong

I sure do wish EVERYONE did this. I hate getting notifications for listings which are no longer mine.

I don't know if I am using all the options, but I do assign it to my listing, check the activity. Hardest part of using these lockboxes is removing the shackle, struggle everytime getting it off the homes.

Again....just haven't taken time to learn them. You can't sync it to the address until after it is active and most times I am putting it on within a day before.

Not as much as I should but there is so much to keep up with that you have to prioritize

Never learned to use the properly and don't feel they are necessary out here

SentriLock seems to be a very quality and reliable product. Tech support is always helpful. But other then for the initial training and basic operation I really don't remember many of the other options

Don't know about it

Forgot about it. Maybe my office did but I am not sure.

I just assign address... I have not used the beneficial options yet but plan to

we don't use SentriLock

Not sure what beneficial options you mean.

I don't have listings in this MLS but my agents use these features for the most part

I didn't think we had any other source but to use a Sentrilock lockbox with the board. I had to "youtube" how to use and the benefits. The board did not explain it to me just sent me the password information and a link.

I always assign and Unassign. I do not use the other tools.

I program to the address, but I don't do much else with it. It's not important to me. Agents rarely answer the questions anyway.

Not sure on 'order of operations', or I haven't gotten down pat how I should best make use of the options.

**9. NWIA's local MLS and National Association of REALTORS offer a great deal of technology tools to you. On which of these would you like to receive additional training? Check all that apply. - Other responses**

None

none

I'm open to anything but Zillow

I need help for all of these.

none

**10. Where do the majority of your buyers get information about the properties listed for sale in the MLS area? Check all that apply. - Other responses**

Past clients, referrals

Unkn

paragon collaboration tool

phone call from me

My Facebook site and my website

Parragon My clients like this better once they use it. It is very effective.

Loopnet

**15. If you answered "No" or "Sometimes" to the above question, please explain your response. - Responses**

Can be vague and not willing to pursue an answer.

I don't like the favoritism given to some companies, like KW KEVIN ARCHER or United KEVIN MCMANAMY. We all matter just the same amount.

Each time I have reached out to the board office I have gotten the information I requested, even if research had to be completed in order to provide the answer. The board staff continually provides consistent and equitable service to even the most difficult and unprofessional members, which I have witnessed during classes at the Board Office.

Yes ..... always very helpful

Our staff is helpful, kind and prompt. I very much appreciate them, they keep the ship sailing in the right direction! Kudos to Heather & Kelly!

I have e-mailed a few times. One time received a lazy response to my questions, which I had to then request additional information because the response was so vague.....waste of my time if it would have been answered. I have also asked for my e-mail on the MLS to be changed a few times and nothing has been done nor has anyone contacted me.

Decline

**16. NWIA sends a monthly newsletter at the beginning of every month. Do you feel this publication contains valuable information? Feel free to add additional comments. - Comments**

I love this newsletter and it is one of the primary ways I keep on top of things at the local board level.

Don't remember getting one.

I read every month to see if we are having any meetings like Finance. Also I liked getting information on Covid 19.

I like to see all the topics and I feel it keeps me informed. Thank you for this.

I appreciate the information provided in the monthly news letter. It is often the only opportunity to learn of new members, since many work part-time in the business, and our board luncheons are poorly attended. The board staff does a great job of including pertinent information and makes it interesting.

This is very valuable, please don't stop sending it. I am super busy but I go over this in our office meetings so everyone is up to date

\*\*\*COMMENT\*\*\* on #11

The social side might be fun however I do not and will not support ANY political action gropes. FYI >>>ALL SURVEYS<<< need to end with a remarks box. Thanks"

I would love a real copy so I can read it when I have time.

Would like to see a short article about some common rules that agent miss or don't understand Exp: ALL forms of communications especially electronic are required BY LAW to have a signature. Over 1/2 of the text messages I receive from agents have NO Signature

Guest columns or Bios to get to know other Brokers/Agents/Areas?

Joined January and I only remember seeing 1 newsletter. Save the cost on the newsletter and put more effort into orientation, MLS training, etc., these should be all a part of the fees that we pay to the board and should not be at an additional cost to the Agent. I normally look on Paragon for info. You can get the message across in a smaller footprint on the homepage. I would rather be able to customize my homescreen and decrease the size you use.

Just not a big reader is all but I try to keep up with it.

### **17. What is the greatest challenge you face as a real estate agent? - Responses**

Other agents not responding to messages

unfortunately a lot of times other agents

There are many rewards and challenges. With me being an assistant I'm not sure what his greatest challenge is

Currently, Covid-19

Inventory is low

As an appraiser, i do not feel that some information stated in the mls is not accurate or not complete

Seller and buyer education, so they aren't mislead

"With me being only in my second year, im having no challenges but still learning the ropes day by day.

Thank you to our Board Office. I hear great things about all you!"

Other agents. Not being professional, disclosing confidential information or just round about being unprofessional. Elected Board representatives NOT calling out & reporting mls violations to the board so thr adverse behavior continues.

Staying on top of technology. Being more informed than the public on the ever changing marketing & data bases, virtual tours & websites. It is a lot to take in and process. Never know what is the best avenue to take. Always trying to stand out.

Lack of listings

Within our board, agents who are not trained well or work against the MLS cooperation.

Keeping up with technology

I struggle with work/life balance.

Enough Time.

Social Media as a means for sellers to market their properties, instead of using a Realtor.

Competing with FSBO's and staying up on the latest technology.

Explaining the value that an agent brings. Sellers think all you have to do is stick a sign in the yard. I've practiced dialogue on this but they're not even giving us a chance to explain. An ad campaign stating some statistics would maybe help us.

Agents that do not communicate back in a timely manner.

"Covid 19

Home inspectors and some appraisers not wanting to go into houses.

Online lenders and agents who dont follow up with the mortgage process, so I can inform my sellers of the status of the loan.

Lazy agents leaving it up to the closing companies to do everything after the offer is written. Very fristrating."

Knowing when to quit.

Overcoming public stigma that we are just in it for the money. It's all about the client.

I don't know about the greatest challenge. Each transaction has it's own issues. If I have to name one, low inventory and right now, pre-approval and loan closing delays. Nothing you can control.

"too much new technology to deal with when people just want to talk to us not a computer"

"Time management- need to make more me time.

Find it odd one is new Yesterday in MLS but been listed for 6 days today - I know Sioux Falls MLS advertises coming soon - I think this would give sellers and buyers a better playing field."

corrona virus



My greatest challenge is personal. I am more of a team player and that is not something that I see as a plus in real estate.

Balancing family & clients

I don't feel "challenged" - it's a very rewarding occupation.

Unprofessional & poorly trained agents. The inability to comprehend the integral role that competent, qualified and properly trained agents play in the success of a transaction reflects on us all. The lack of regard and respect between local offices, lack of ethics and standards within our membership is troubling. Brokers need mentor their recruits

For Sale by Owners, Zillow, sellers wanting us to cut our fees either up front or when something like a septic system needs to be replaced prior to closing. That is out of my control and should not mean that I need to cut my fees.

I'm a broker so it's different but for me it is finding agents who will treat this like a business and really work.

"Agents who don't ask clients are you working with an agent at this time.

Zillow's for sale by owners."

I am moving towards retirement; however, am still keeping up with latest trends and dealing with agents who have not been trained and don't understand their job

Right now, getting new clients.

Try to keep up as best as possible.

So many roles and rules that need to be followed and especially now - very limited manpower, but I am still selling and it is going fine.

Some Realtors aren't overly friendly/don't follow the rules as they should. I know everyone has a bad day sometimes, but there are definitely Realtors I dread working with. We are all on the same team, be kind!

The newer agents don't have much training, so sometimes its a struggle with them. They want to do everything thru text, which is great, but sometimes what they don't realize is that some things have to be discussed in person or over the phone.

"#1 working with other agents 50% are great 50% are uncooperative, arrogant, conceded. Unfortunately there is NO training to remove these traits. #2 Agents are held to standards that others in the industry are not. Lenders, closers, auction warehouses."

Trusting that the other agent in a transaction is not working based on emotion but based on facts... able to manage the process and their client well. I have heard several times in the past year that some agents seem "slick". Those agents make it difficult for the public to trust realtors.

So much competition

Lack of understanding the new stuff. I never learned the old stuff so I just do it my way. I know that it sounds like a song but it is a great OLD song. And it works.

Agents that are afraid to talk on the phone

Setting up showings because I always have to have my phone on me. It would be nice to have a automated showing system so if agents are at church, a concert or with family they don't have to check their phone every house because they have a listing that may have a showing request.

challenges with other agents :/

Technology for advertising, since I am not of the younger generation.

The amount of people who try to sell their homes without a realtor

Being from Rural Area we do not do things like the bigger areas do (lock boxes example) and having to have that charge forced on us I don't feel is something that we use like the realtors in larger area and not worth the expense of it.

Other real estate agents (code violations and unethical behavior) unfortunately. Zillow, FSBO.

Working with agents who have not been trained properly in listing, negotiating, showings or ethics. I swear, there is a company here that hires anyone with even a thready pulse and then turns them loose with no or very little training or accountability, it appears. It makes all of us look like imbeciles to the public.

Covid 19

COVID-19, technology

Knowing all of the different forms that the different offices use. We need standard board wide forms!

Not sure.

Being new, earning business.

Communication, orientation and the cost to this MLS system from the Agent. I was truly shocked at the cost and It is extremely high compared to the amount of help received. I always thought the board works for the Agents or atleast as a partnership. I have never been contacted by the board via phone call for orientation or ask how I am doing....

Getting listings

Customer Loyalty

AGENTS

Competition and right now the good 'ole corona

Currently COVID-19

Being in an 'in-between' MLS area, therefore it being quite the drive to participate in any group events, and not being able to take advantage of many of what might be a benefit to being a member. Struggle to educate the area on why choosing a Realtor is the better option!! :) WE know why, but many don't.

"Winning for my buyer when there are competing offers.

When people wont commit to one agent;they ""play"" the field."

FSBOs... Part time/new agents that don't know what they are doing 100%, yet their confidence tells them they do. It is too easy for people to get their license so a lot of part time agents with a side job which makes it hard for us who are not. Like a 4 hour response time on a text message because they were "at work". Monitoring MLS rules better.