

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..



- 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?

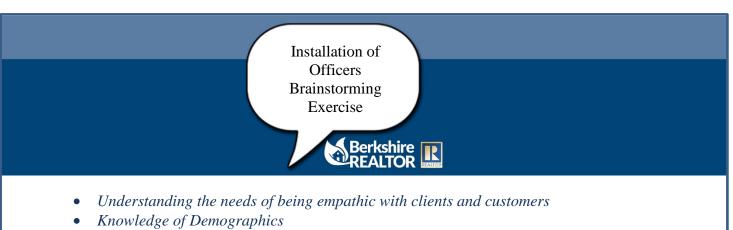
- Continued downward pressure on pricing due to decreasing population and lack of economic development.
- Work with marketing towns and state agencies to bring business to the Berkshires
- Fragmented and incorrect information about their property across multiple consumer databases, bad Zestimates, and 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



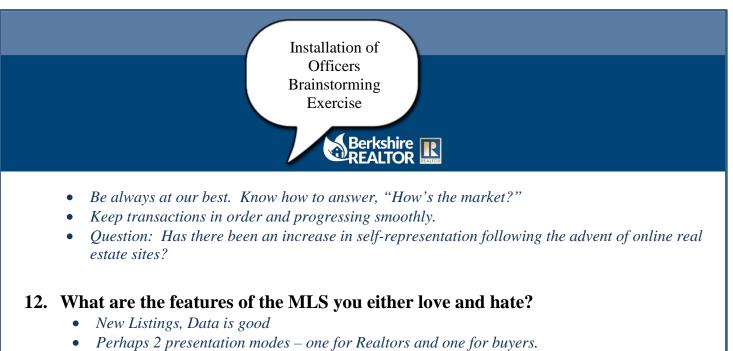
- Understand who to go to for answers
- Respect

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!



- 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