

KAR 2017 Member Survey

A Recap of Results



To help you, our members, be most successful in your business, the Kansas Association of REALTORS® looks to you each year for feedback on our services and offerings. We value your input and will continue to use it to make positive change. Thank you for participating in the annual survey.

Kansas REALTORS® reported that several offerings and areas of information are key to running their business. Here's what KAR is doing to support those needs:

Market Trends and Data is the #1 most important offering.

- ★ *Each month you receive a courtesy subscription to REAL Trends as part of your KAR membership. Statewide housing data gives you perspective on the Kansas market.*

Applying new technologies, technology reviews, information and trends ranks high in importance.

- ★ *Each Monday, KAR delivers via email one relevant industry technology article or video through our education and technology newsletter, The Real Deal. Keep an eye out for future monthly "how-to" videos from KAR's IT Director.*

Technology training and support are key to running your business.

- ★ *Don't forget to call the Tech Helpline (866-432-3021) when you're in a bind or have a question.*

REALTORS® Property Resource (RPR) training and support is a free benefit to members.

Legislative updates ranked #3 as most important to members.

- ★ *Get an at-a-glance view of how politics matters in business and issues KAR is working on at the statehouse this year. Visit kansasrealtor.com/KRPbrochure for your "Perspective on Politics".*

Many of you want legal updates that are the most relevant to what you do every day.

- ★ *Look to KAR's Thursday eNews blast, Smart Moves, for updates on legal topics. Have a question on contract or license law? Find answers on a wide range of issues, updated quarterly, on the legal Q & A's at kansasrealtor.com.*

20% of KAR members hold an advanced designation. Many of you are interested in pursuing one.

- ★ *KAR now offers Graduate REALTOR® Institute (GRI) and elective credit toward Certified Residential Specialist (CRS) designations through Keynote online education courses. We'll continue to create best-in-class education programs to help you build credibility, better serve clients, and distinguish yourself in the market.*

Thank you for your feedback.