

REALTOR® Association  
Performance Survey  
Snapshot Report



Confidential Summary and Analysis of Survey  
Results  
RESEARCHED AND COMPILED BY T3 SIXTY



Performance Survey

# Standardized Scoring Questions

## Combined Response Rate and Margin of Error

The total number of complete responses received for the survey was **705 responses out of 3,933 invitations sent** for a **17.93% response rate** with a **95% degree of confidence** and a **margin of error of  $\pm 3.34\%$** . The following pages summarize the results of the survey using charts and graphs to illustrate the results along with sample comments for the associated questions.

# T3 Sixty Association Performance Scoring and Ratings

The following comparables utilize the responses to each of the nationally standardized REALTOR® Association Performance questions to then generate an Overall Performance Rating.

A score of 4 is equal to the highest level of agreement/satisfaction where a score of 1 is equal to the lowest level of agreement/satisfaction. Below is a rating scale developed by T3 Sixty based on the weighted average of responses to each of the areas of comparison. This scale helps to differentiate among organizations where scoring is often very close in nature.

Under 1.5	1.51-2.25	2.25-2.49	2.50-2.99	3.00-3.24	3.25-3.49	3.50-3.74	3.75-4.0
Non-functional	Deficient	Poor	Average	Good	Superior	Exceptional	Best in Class

The following outlines the calculations used to establish each of the Performance Category Scores:

## 1. Satisfaction:

This score is generated from the results for question one (1).

## 2. Leadership:

This score is generated by combining the results for questions number two (2) about the Direction of the organization, number three (3) for the Volunteer Leadership, and question number four (4) about the paid Staff by using the score for the Direction and Leadership based on two components (Representation and Effectiveness).

## 3. Support:

This score is generated by combining the results for questions five (5) and six (6) by using the satisfaction scoring as well as the combined score based on each of the four components (Friendly, Knowledgeable, and Responsive).

## 4. Communications:

This score is generated by combining the results for question seven (7) and eight (8) by using the satisfaction scoring as well as the combined score based on each of the four components (Quality and Value).

## 5. Core Services (Education | Advocacy | Connections- Networking/Benefits):

This score is generated by combining the results for three separate Core Services via questions nine (9) through fourteen (14). The score was generated using the Satisfaction scoring as well as the combined score based for each of the three components (Quality of Service offered, Value to Respondent's Business, and Importance for the Industry for Education/Connections and Representation, Importance, and Impact for Advocacy).

The Association was tested by T3 Sixty, an independent consulting firm, via a 5-point scoring survey with **705 responses**. Overall scoring was determined based on the cumulative score of the following five categories: Satisfaction, Leadership, Support, Communications, and the Core Services of Education, Advocacy, and Connections- Networking and Benefits

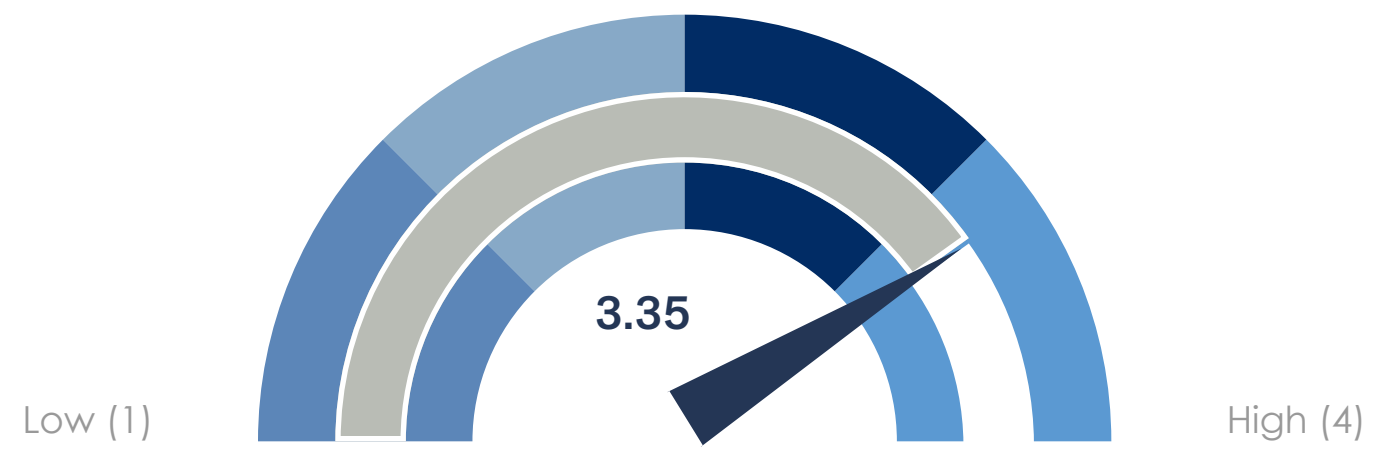
# Association Performance Scorecard



Based on the combined results of the five performance categories **Greater Albuquerque Association of REALTORS®** received the T3 Sixty REALTOR® Association 2025 Performance Rating of: **SUPERIOR**

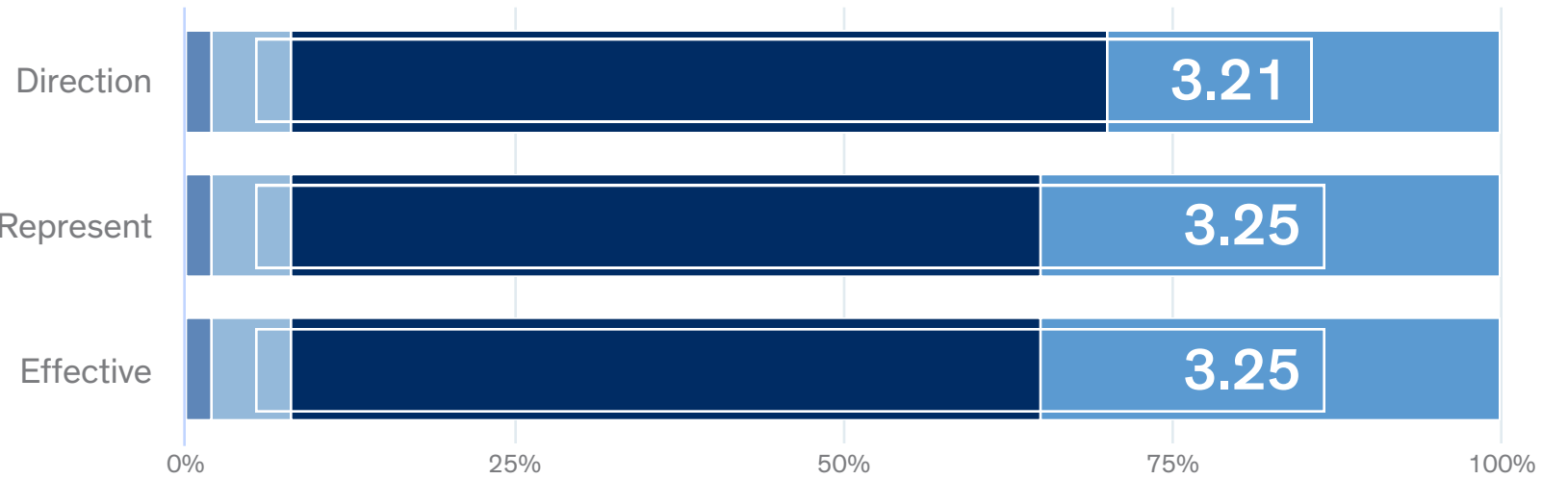
**1** **Satisfaction**  
**3.35**  
**SUPERIOR**

Respondents were asked to share their overall satisfaction with the organization's performance



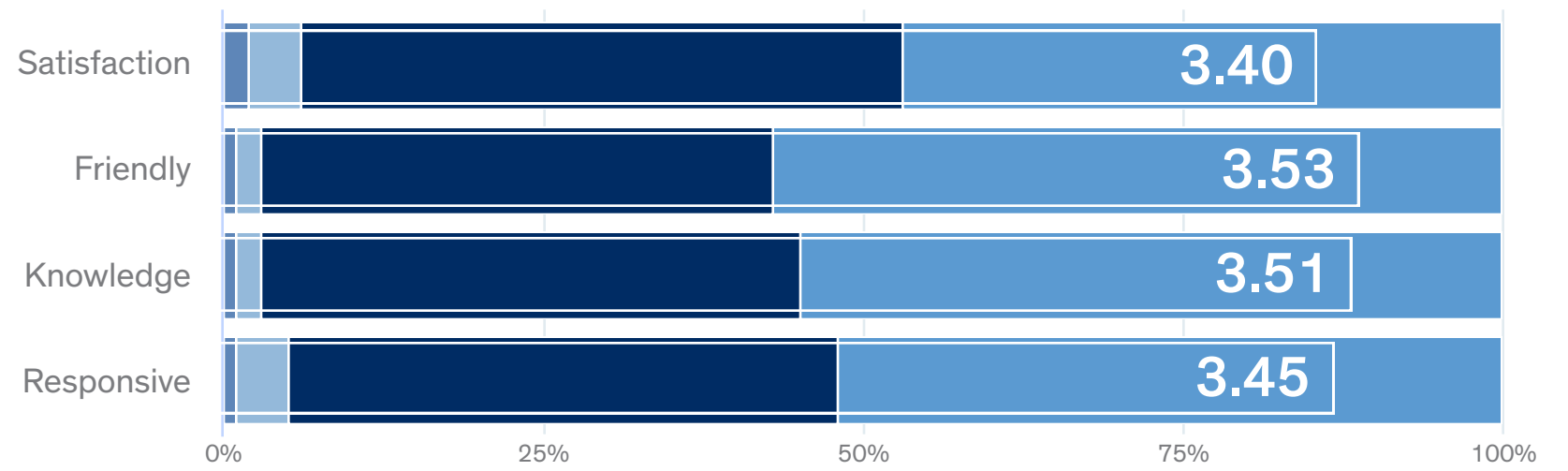
**2** **Leadership**  
**3.24**  
**GOOD**

Organizational Direction and Volunteers/Staff performance based on their representation and effectiveness.



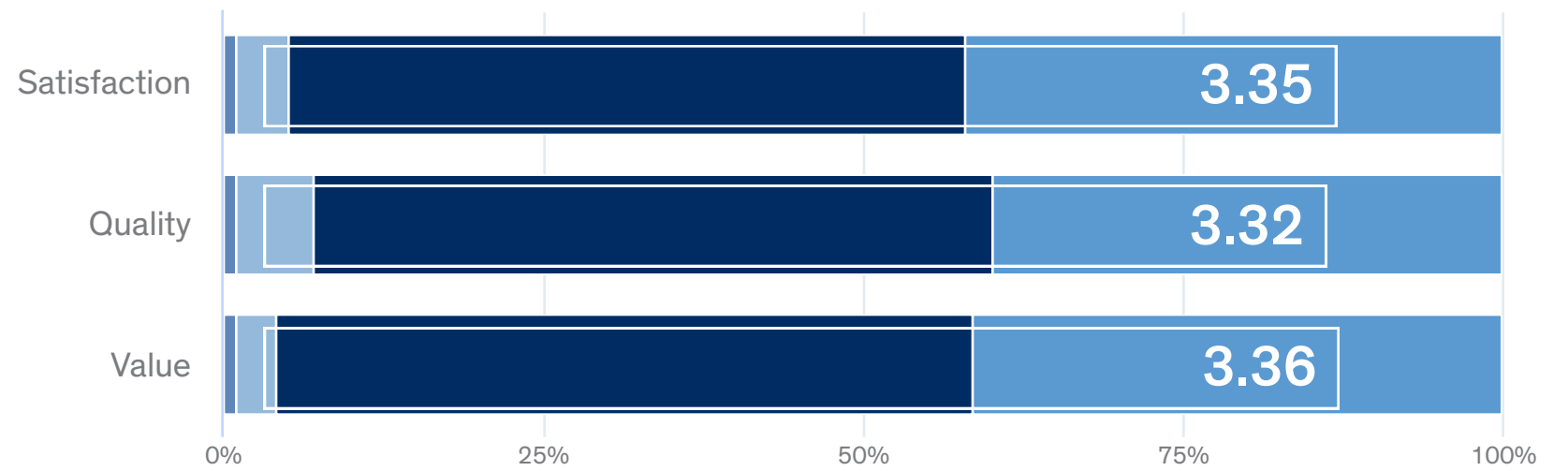
**3** **Support**  
**3.47**  
**SUPERIOR**

Overall support along with friendliness, knowledge, and responsiveness components.



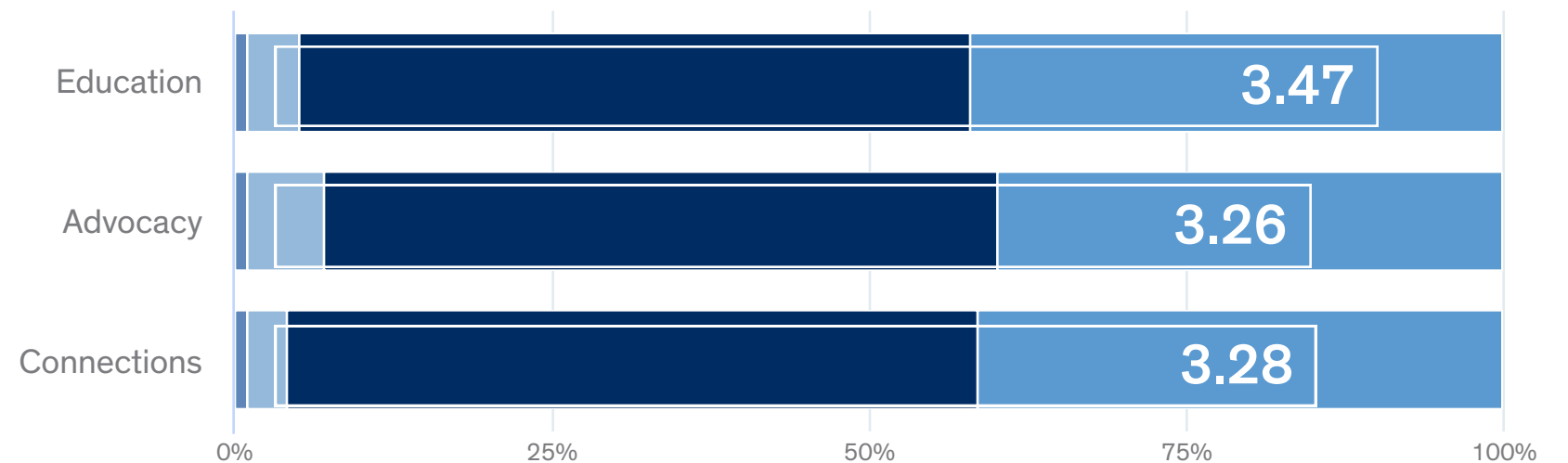
**4** **Communications**  
**3.34**  
**SUPERIOR**

Overall communications satisfaction along with quality, and value.



**5** **Core Services**  
**3.34**  
**SUPERIOR**

Satisfaction levels with the organization's three core services along with quality, value, and importance.



# Performance Scoring Comparables

## Response Rate and Margin of Error

The total number of complete responses received for the survey was **705 responses out of 3,993 invitations sent** for a **17.93% response rate** with a **95% degree of confidence** and a **margin of error of ±3.34%**. The following pages summarize the results of the survey using charts and graphs to illustrate the results along with sample comments for the associated questions.

## Performance Scoring and Ratings Comparables

	Your 2025 Score	Your 2025 Rating	+/-	T3-5 Benchmark =5yr. Weighted Average Score (WAR)	T3 Benchmark =5yr. Weighted Average Rating	T3 Association Only Benchmark	T3 Association & MLS Benchmark
<b>Overall</b>	<b>3.35</b>	<b>Superior</b>	<b>IO</b>	<b>3.40</b>	<b>Superior</b>	<b>3.40</b>	<b>3.38</b>
<b>1. Satisfaction</b>	<b>3.35</b>	<b>Superior</b>	<b>COM</b>	<b>3.34</b>	<b>Superior</b>	<b>3.39</b>	<b>3.38</b>
<b>2. Leadership</b>	<b>3.24</b>	<b>Good</b>	<b>IO</b>	<b>3.30</b>	<b>Superior</b>	<b>3.34</b>	<b>3.32</b>
<b>3. Support</b>	<b>3.47</b>	<b>Superior</b>	<b>COM</b>	<b>3.49</b>	<b>Superior</b>	<b>3.48</b>	<b>3.46</b>
<b>4. Communications</b>	<b>3.34</b>	<b>Superior</b>	<b>COM</b>	<b>3.37</b>	<b>Superior</b>	<b>3.40</b>	<b>3.40</b>
<b>5. Core Services</b>	<b>3.34</b>	<b>Superior</b>	<b>COM</b>	<b>3.37</b>	<b>Superior</b>	<b>3.38</b>	<b>3.37</b>

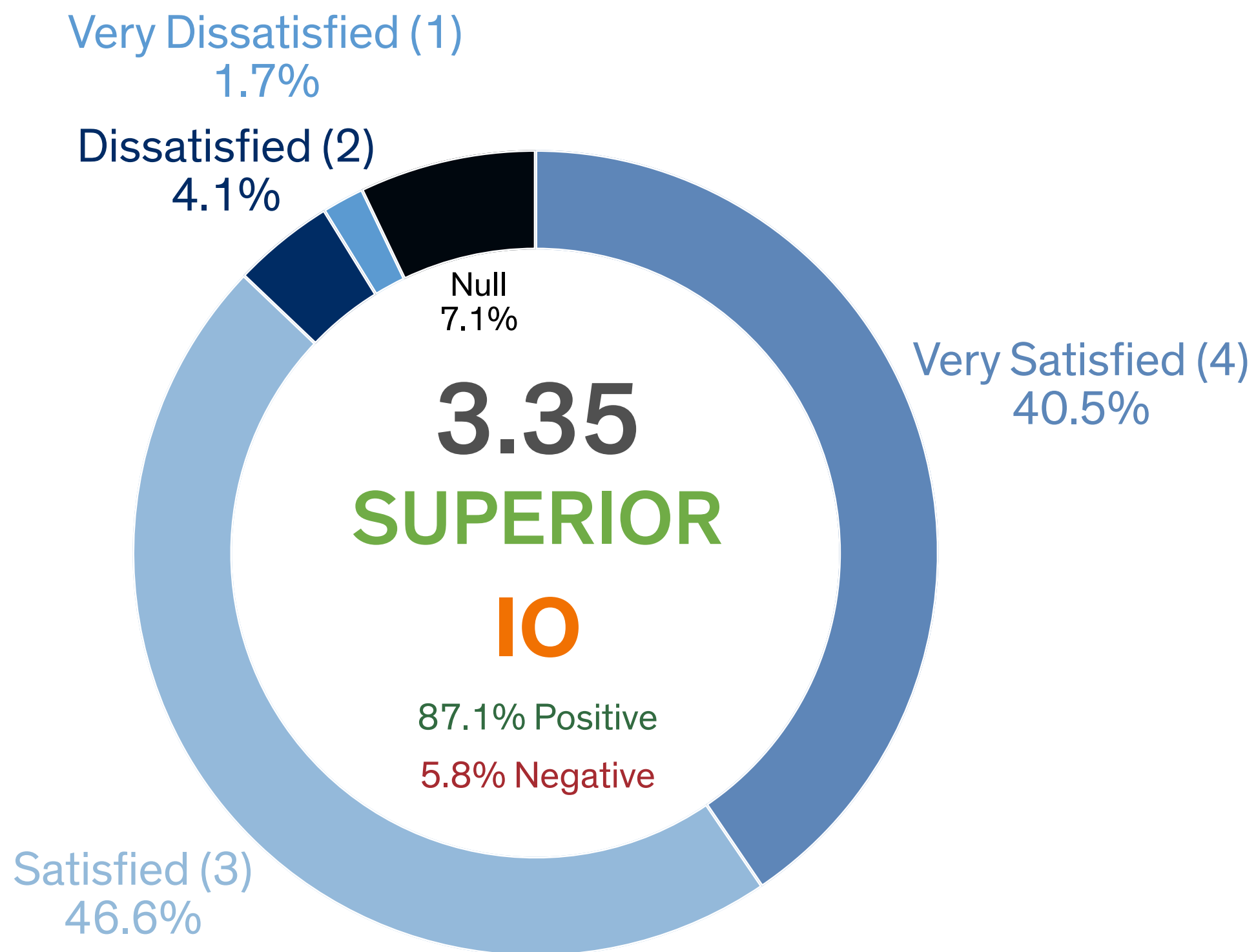
### SPAAR vs T3 5 year REALTOR® Association Benchmark Coding:

<b>Top Performer (TP)</b>	Top T3 Scoring Benchmark
<b>Excelling (EX)</b>	.05+ above T3 Benchmark
<b>Competitive (COM)</b>	.04 above/below T3 Benchmark
<b>Improvement Opportunity (IO)</b>	.05+ below T3 Benchmark

**Response Rate and Margin of Error Comparisons:** T3 Sixty's 5 year average response rate percentage stands at 13.3% with those organizations with over 10,000 members seeing a typical rated of between 8%-11% and those below that threshold seeing a typical rate of between 11%-15%. The typical Margin of Error falls between ±3.2-4.0%.

# 1 Satisfaction

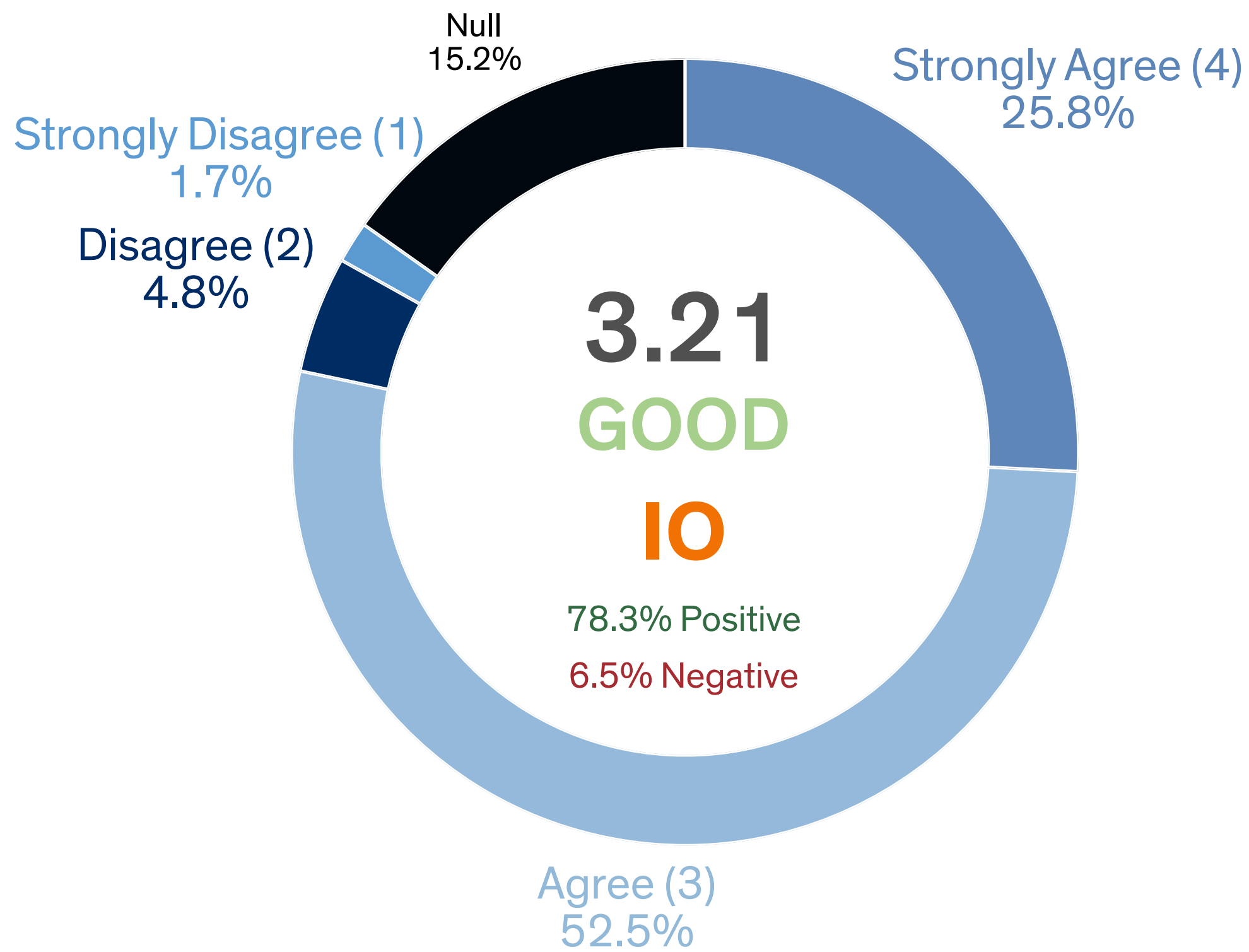
Q: What is your overall satisfaction with the performance of your Association?



	Rating	Overall Performance Satisfaction Benchmark Comparables
2025 Score	Superior	3.35
Previous Score	N/A	
T3 Benchmark	Superior	3.40
Association Only	Superior	3.42
Association & MLS	Superior	3.35
Over 5,000	Superior	3.33
Under 5,000	Superior	3.43
Top Performer	Best in Class	3.74

## 2 Leadership- Organizational Direction

Q: Select your level of agreement with this statement: Based on my knowledge of the current level of performance, the Association is headed in the right direction.

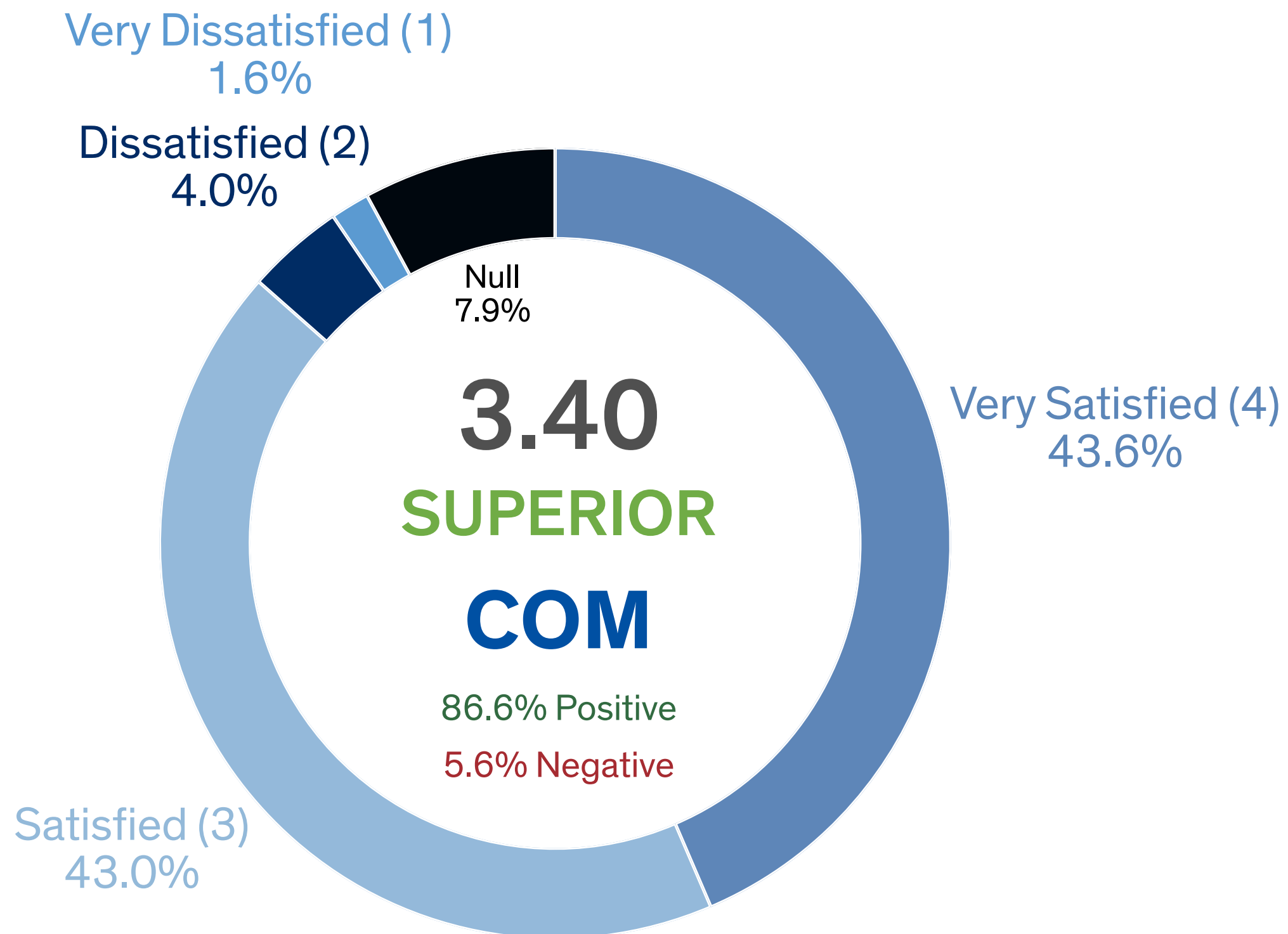


	Rating	Organizational Direction Benchmark Comparables
<b>2025 Score</b>	<b>Good</b>	3.21
<b>Previous Score</b>	N/A	
<b>T3 Benchmark</b>	<b>Superior</b>	3.29
Association Only	Superior	3.39
Association & MLS	Superior	3.33
Over 5,000	Superior	3.31
Under 5,000	Superior	3.40
<b>Top Performer</b>	<b>Best in Class</b>	<b>3.57</b>

0.00 1.00 2.00 3.00 4.00

# 3 Support Satisfaction

Q: What is your overall satisfaction with the member support provided by your Association?

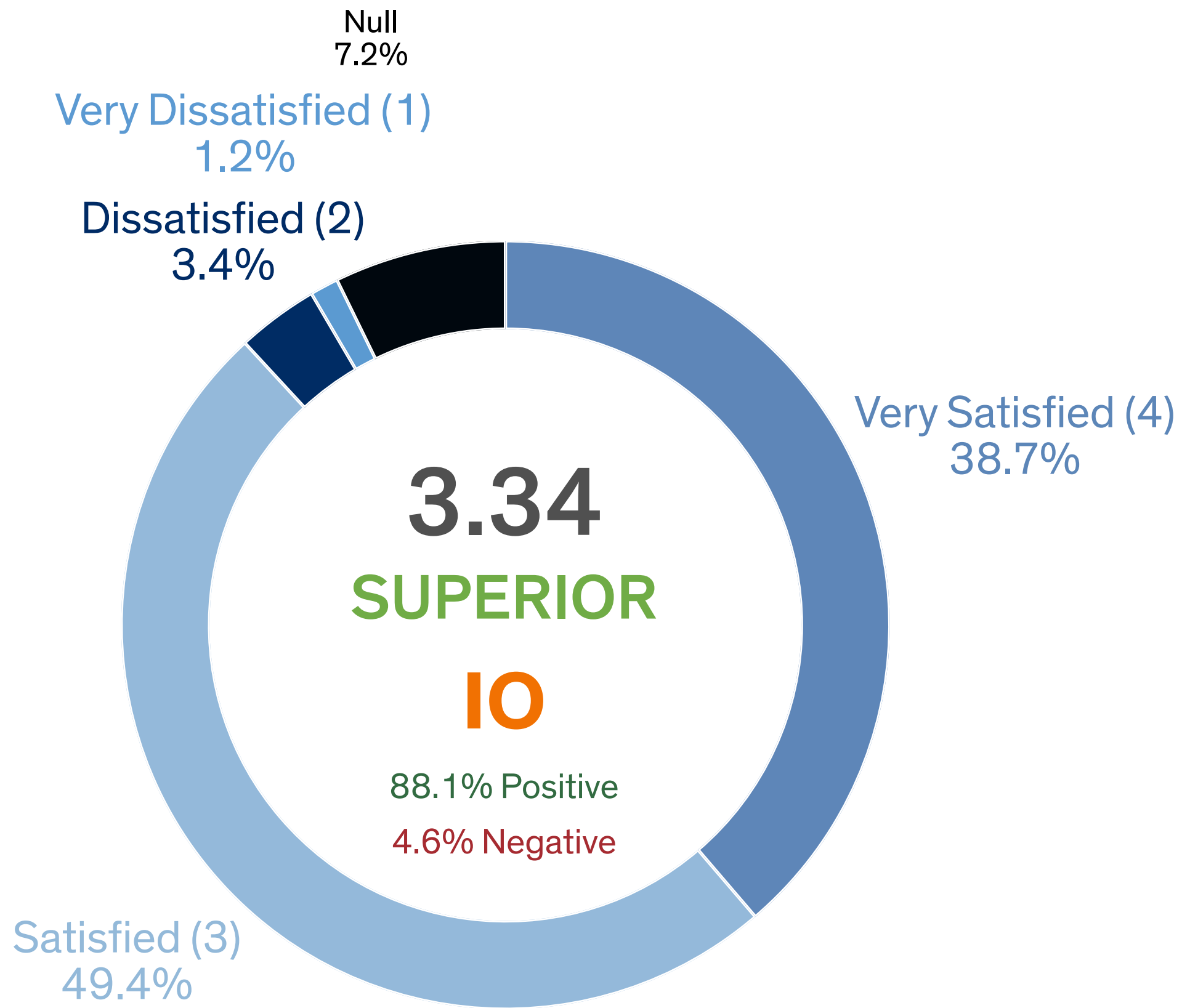


	Rating	Support Satisfaction Benchmark Comparables
2025 Score	Superior	3.40
Previous Score	N/A	
T3 Benchmark	Superior	3.42
Association Only	Superior	3.41
Association & MLS	Superior	3.42
Over 5,000	Superior	3.42
Under 5,000	Superior	3.41
Top Performer	Best in Class	3.70

0.00 1.00 2.00 3.00 4.00

# 4 Communications Satisfaction

Q: What is your overall satisfaction with your Association's Member Communications?

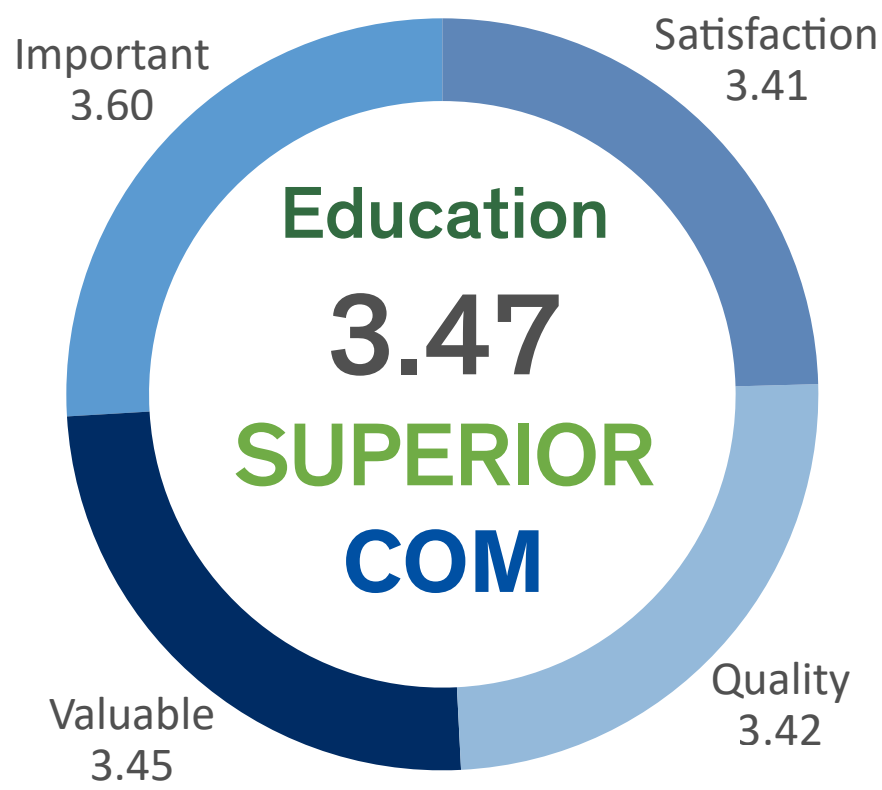


	Rating	Support Satisfaction Benchmark Comparables
2025 Score	Superior	3.34
Previous Score	N/A	
T3 Benchmark	Superior	3.40
Association Only	Superior	3.41
Association & MLS	Superior	3.42
Over 5,000	Superior	3.42
Under 5,000	Superior	3.41
Top Performer	Best in Class	3.70

0.00 1.00 2.00 3.00 4.00

# 5 Core Services Overall Scoring

The overall scoring reflects the combined results for each of the Core Services based on the Satisfaction and Component scoring. For more details see the following pages.



	Rating	Overall Education Benchmark Comparables
2025 Score	Superior	3.47
Previous	N/A	
T3 Benchmark	Superior	3.47
Association Only	Superior	3.47
Association/MLS	Superior	3.43
Over 5,000	Superior	3.42
Under 5,000	Superior	3.48
Top Performer	Best in Class	3.72

	Rating	Overall Advocacy Benchmark Comparables
2025 Score	Superior	3.26
Previous	N/A	
T3 Benchmark	Superior	3.35
Association Only	Superior	3.38
Association/MLS	Superior	3.32
Over 5,000	Superior	3.32
Under 5,000	Superior	3.37
Top Performer	Best in Class	3.57

	Rating	Overall Connections (Networking-Benefits) Benchmark Comparables
2025 Score	Superior	3.28
Previous	N/A	
T3 Benchmark	Superior	3.33
Association Only	Superior	3.34
Association/MLS	Superior	3.29
Over 5,000	Superior	3.29
Under 5,000	Superior	3.34
Top Performer	Best in Class	3.54

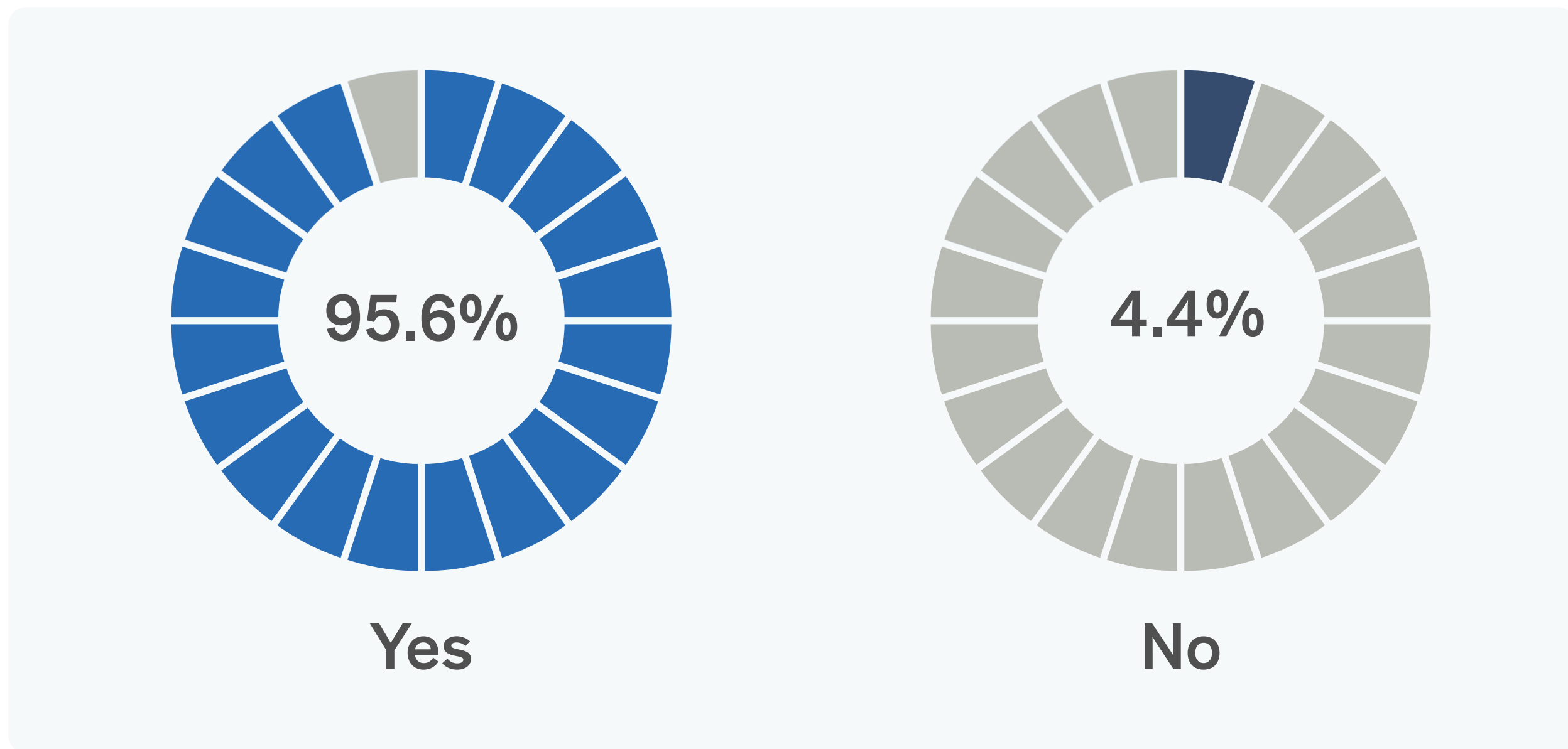


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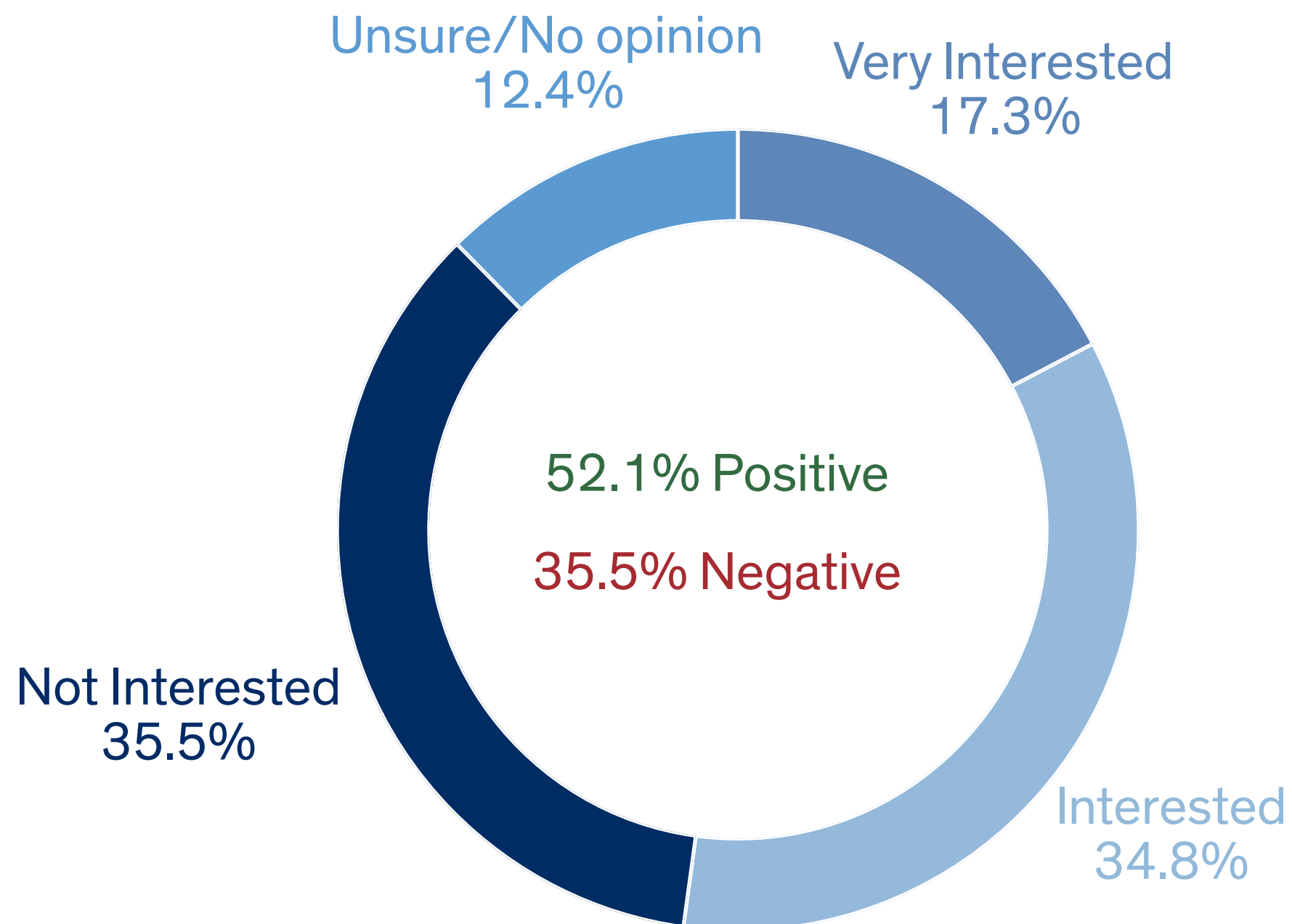
# Association Custom Questions

The following results include the use of word clouds, charts, and graphs and are intended to provide additional planning considerations and/or maintain local data and ongoing organizational comparables.

Q: Are you aware that GAAR and SWMLS are different organizations?

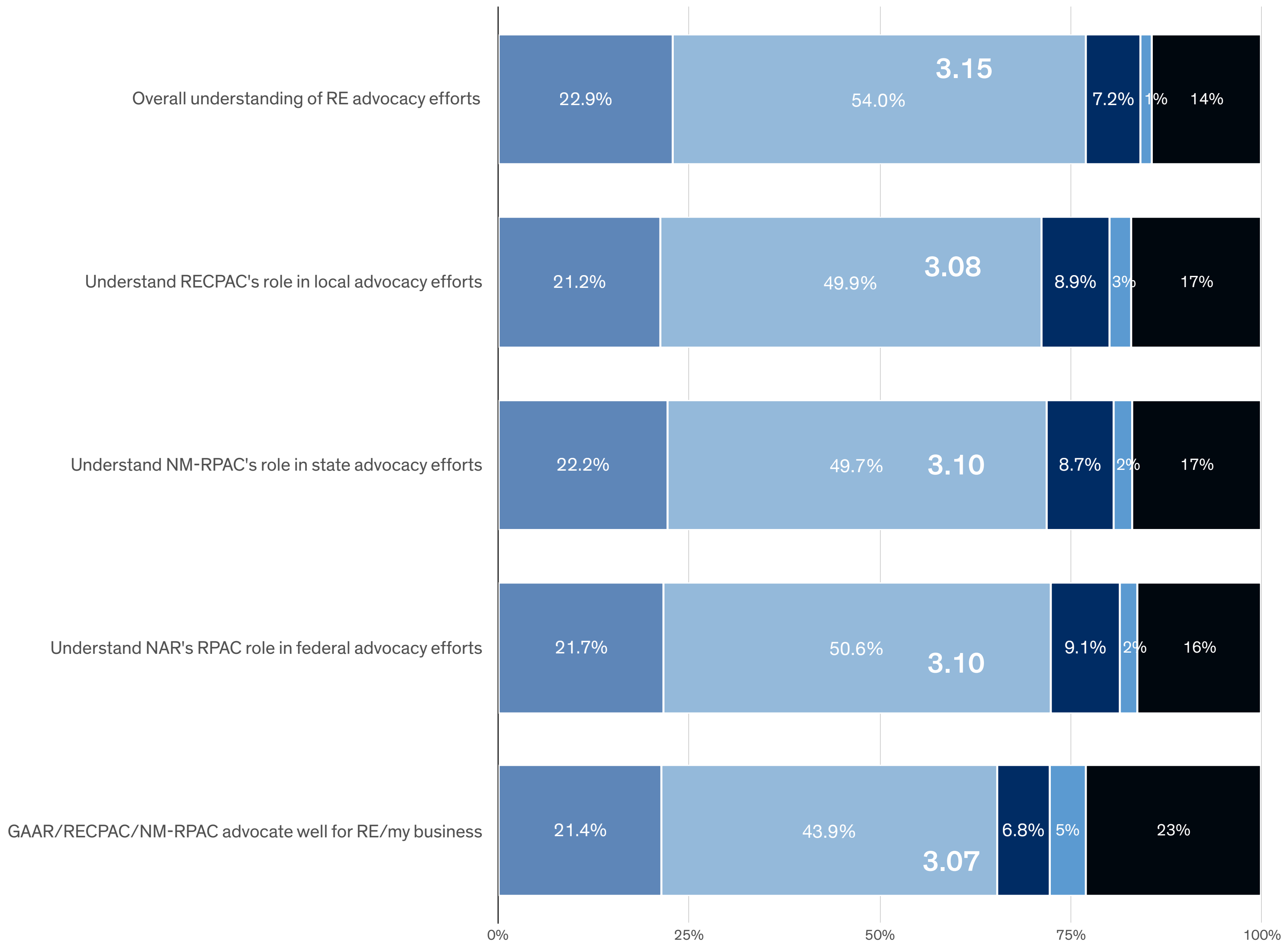


Q: What is your level of interest in receiving text messages from GAAR?

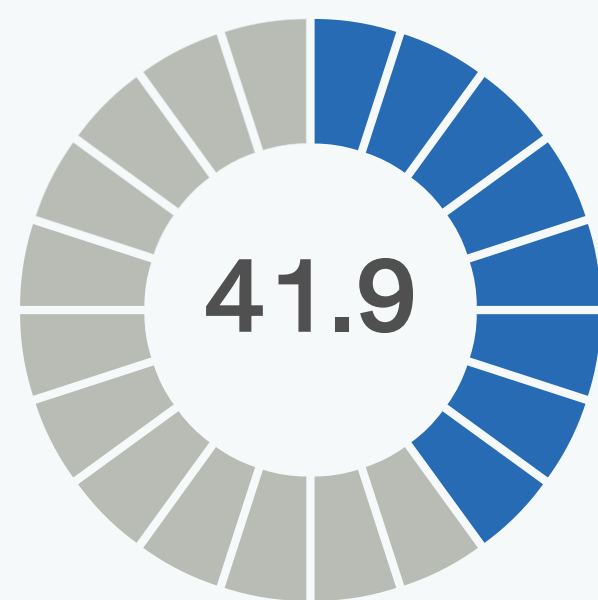


**Q: Select your level of agreement with each of the following statements about GAAR's Advocacy.**

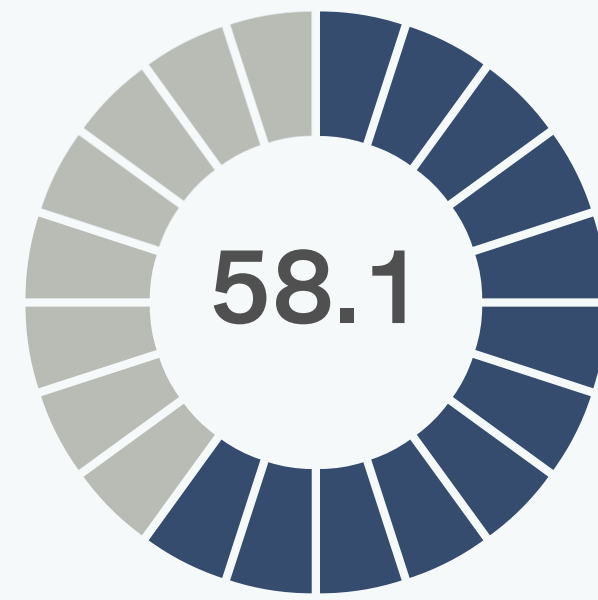
■ Strongly Agree (4)   
 ■ Agree (3)   
 ■ Disagree (2)   
 ■ Strongly Disagree (1)   
 ■ Unsure/No Opinion



**Q: Do you contribute financially to RPAC/RECPAC?**

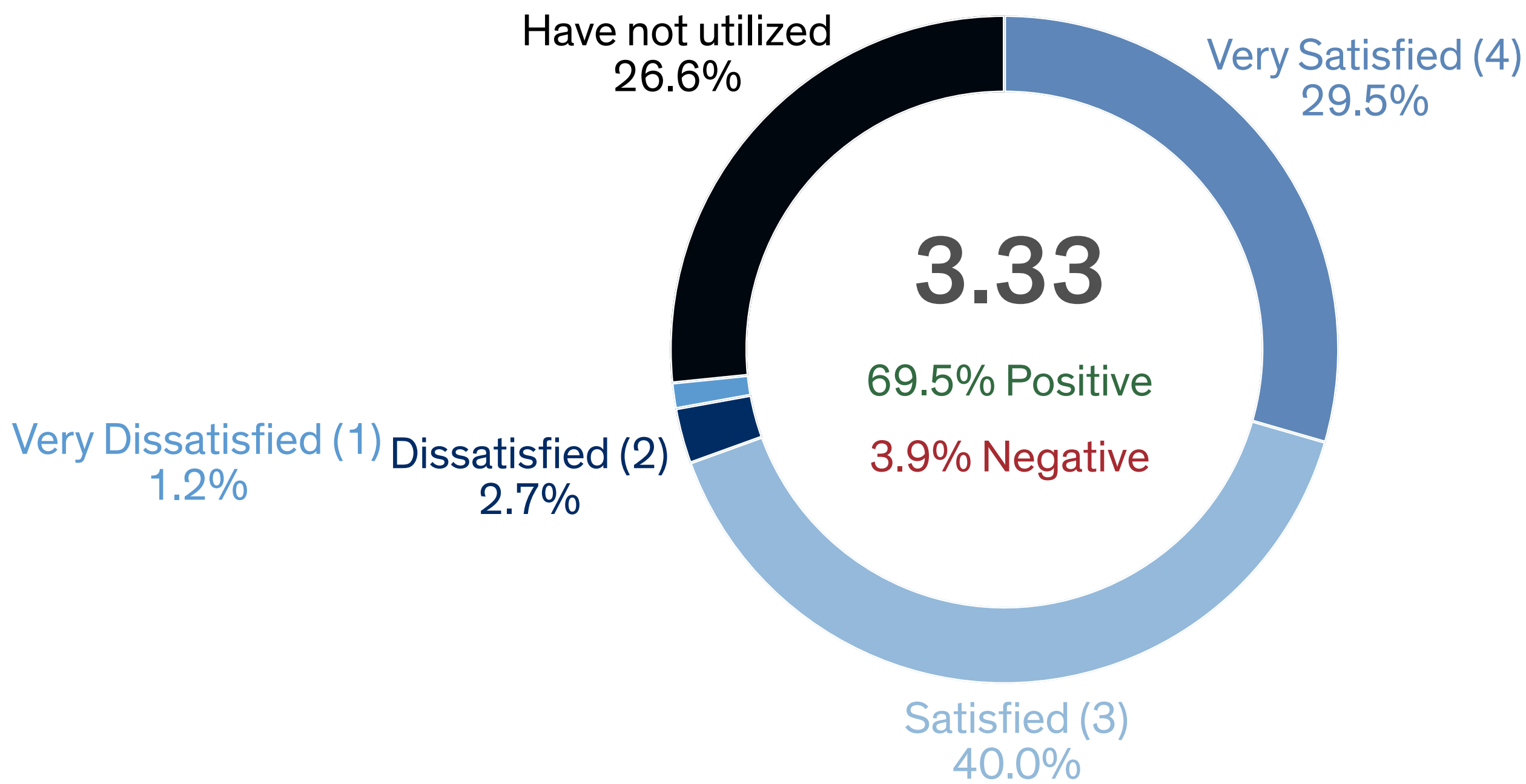


**Yes**



**No**

**Q: What is your level of satisfaction with the processes of GAAR's Professional Standards services (ex. Mediation, Ombus Program, Arbitration, Ethics Citation)?**

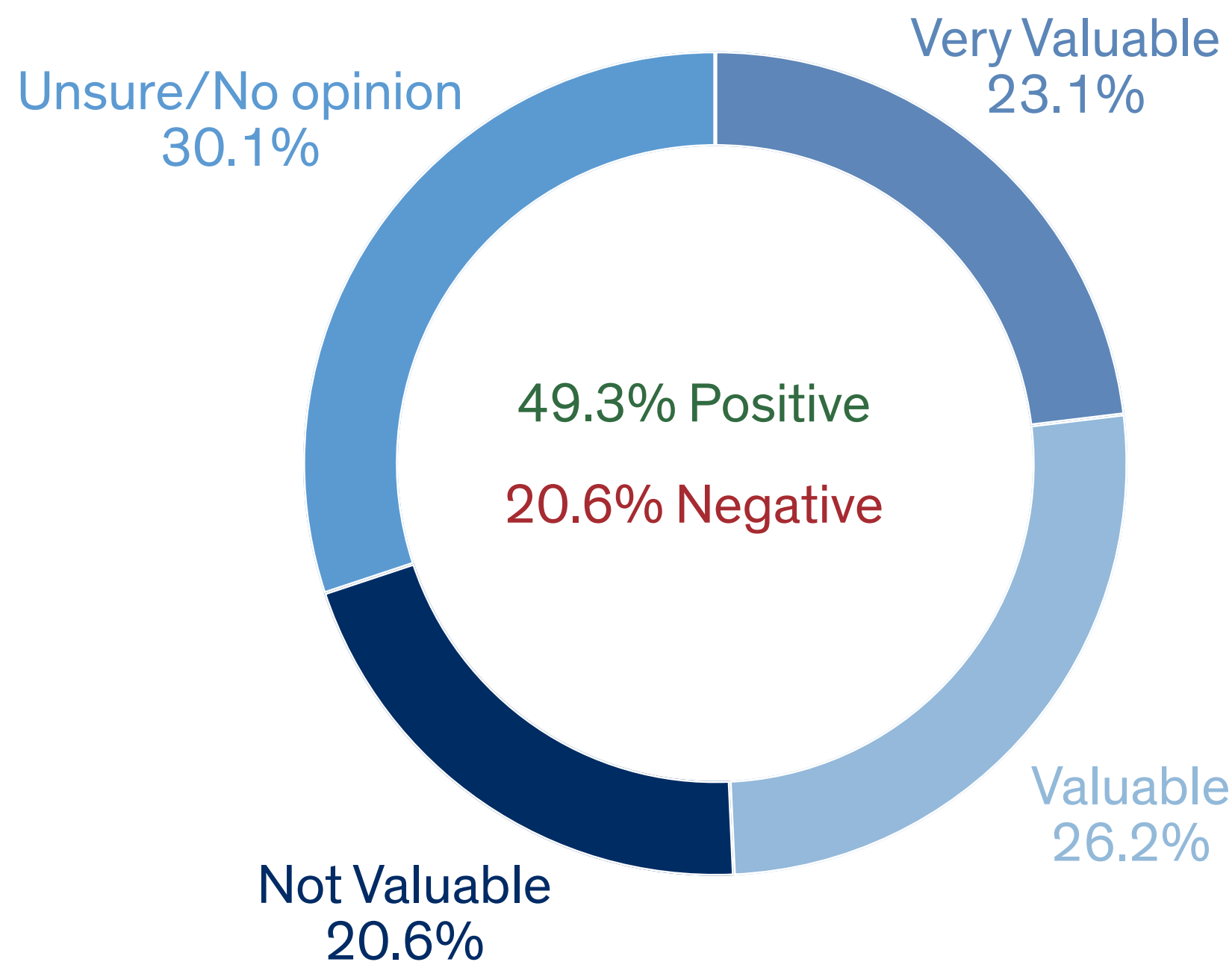


### General Sentiment of Comments: Professional Standards

The overall sentiment toward GAAR's Professional Standards program is mixed. Several respondents commend the professionalism of the staff, the helpfulness of specific staff individuals, and the association's commitment to maintaining communication and preventing conflicts from escalating. Some participants found value in the mediation and ombuds services, noting that they can stop problems before they get out of hand. A few also expressed appreciation for the program's structure, professionalism, and intent to uphold high standards.

However, there are also significant concerns and frustrations expressed. Common critiques include the slow pace of the process, lack of responsiveness to complaints, and skepticism about the program's effectiveness in actually changing behavior—especially since outcomes are not made public. Some respondents believe the system is vulnerable to misuse, politically influenced, or biased in favor of insiders. Others felt that ombuds or ethics hearings lacked sufficient training, oversight, or fairness, leaving both members and the public disadvantaged. Overall, while the professionalism of individual staff was praised, many respondents felt the program needs stronger training, clearer accountability, and reforms to ensure fairness, efficiency, and integrity.

*Q: How valuable would bilingual guides - starting with Spanish - be in helping you explain NMAR's forms to clients?*

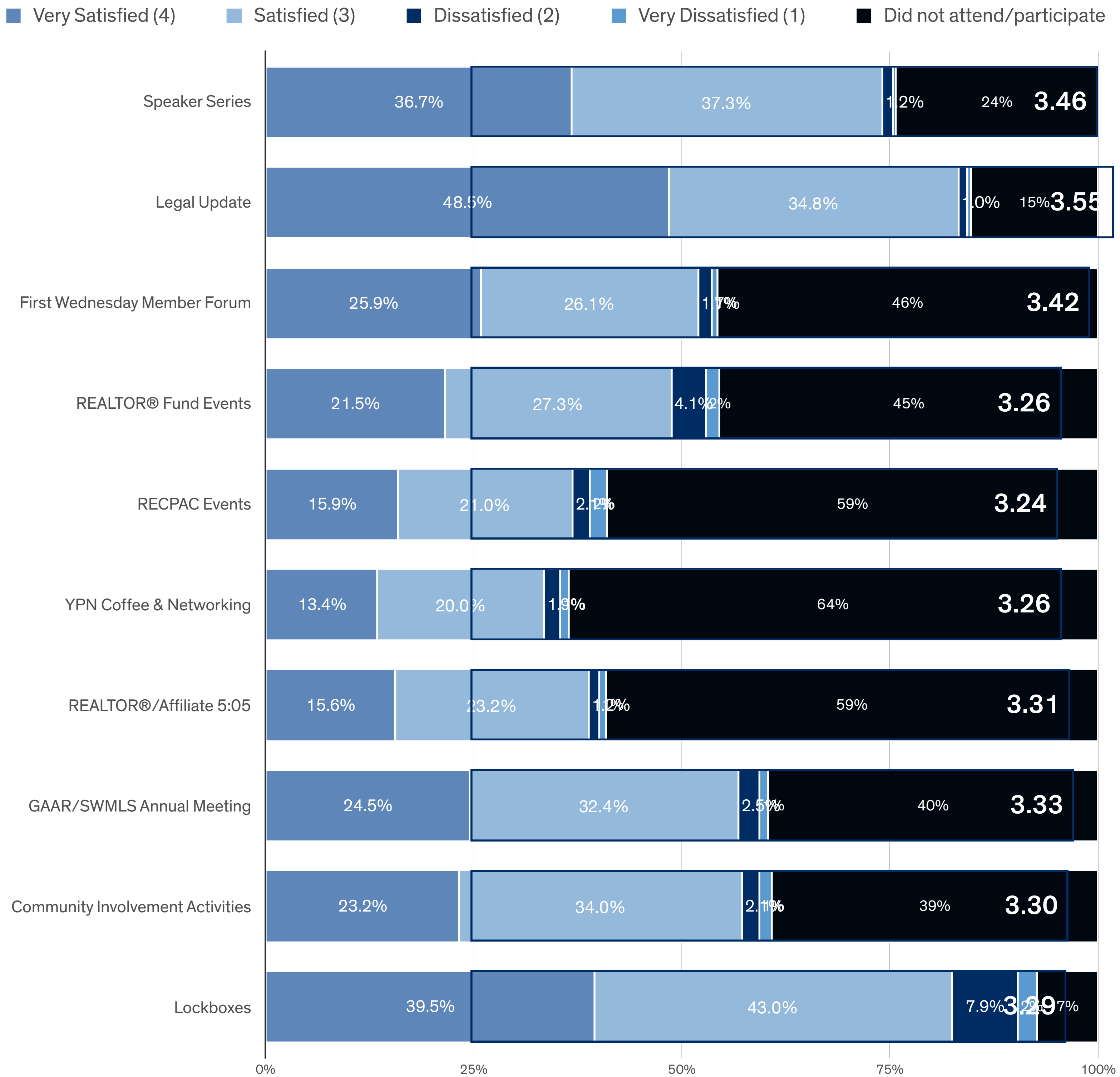


**General Sentiment of Comments: Bilingual Guides for NMAR Forms**

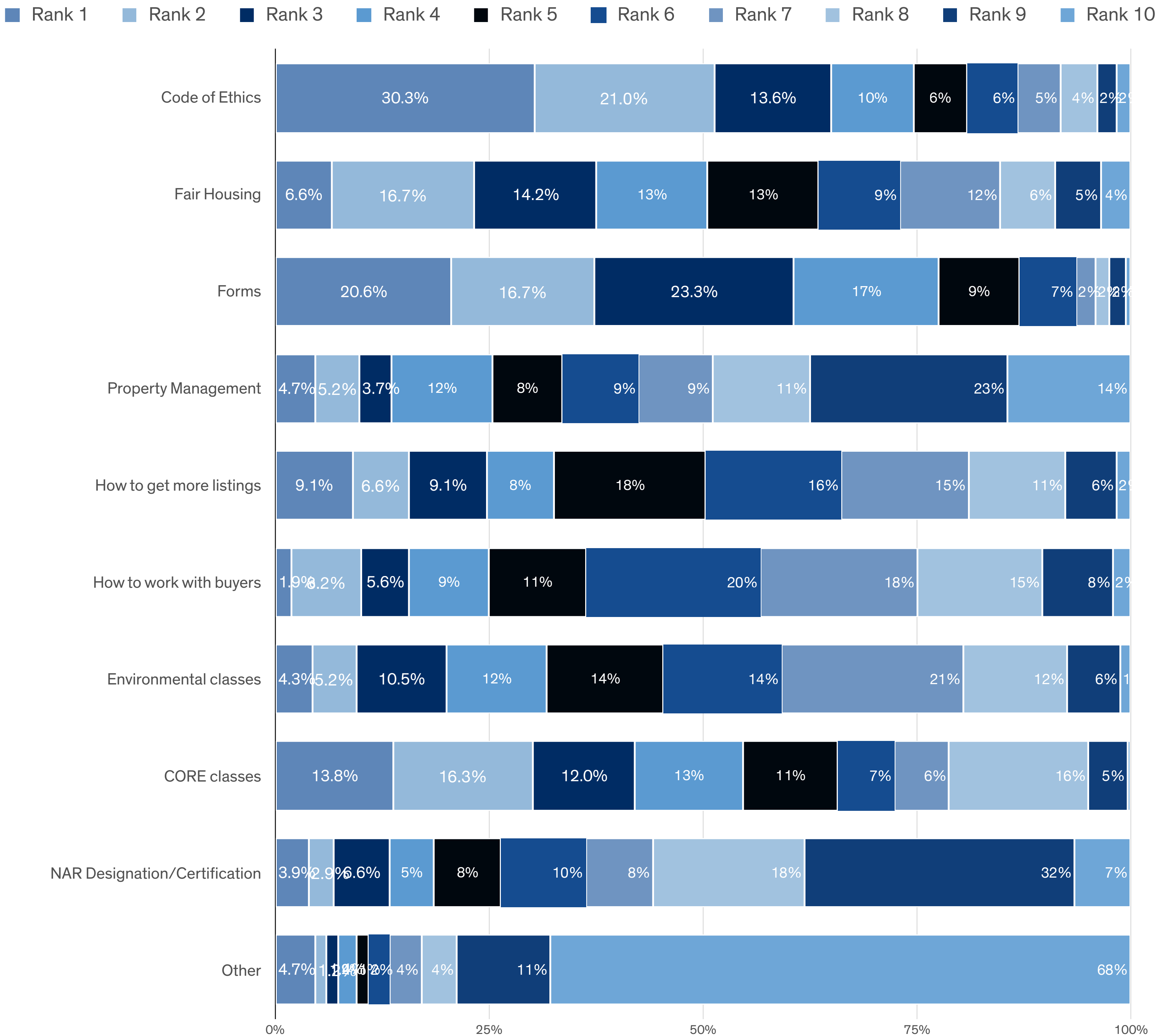
The overall sentiment around expanding contract guides into other languages is broadly supportive, with Spanish standing out as the clear priority. Many respondents note that even if they do not personally need Spanish-language guides, they see strong value for colleagues, clients, and the market as a whole. This reflects a collective mindset: members are willing to support resources that benefit the broader community, particularly Spanish-speaking clients, recognizing that such guides would improve clarity, understanding, and broker efficiency. In addition, there is notable interest in eventually offering guides in other languages—especially Vietnamese, Chinese, and Diné/Navajo—reflecting the multicultural nature of GAAR’s market footprint and the importance of serving historically underserved groups.

At the same time, the comments reveal polarization and caution. Some respondents hold firm English-only views, expressing opposition to producing materials in other languages, while others question the cost or suggest that free tools like Google Translate might suffice. These concerns often center on budget practicality and whether demand justifies expansion. Still, the prevailing tone leans toward inclusion and practicality: start with Spanish, make guides optional and easy to access, then evaluate need for additional languages. In short, while a small but vocal group resists translation, most respondents see multilingual guides as a valuable step for client protection, broker support, and better alignment with GAAR’s diverse community.

**Q: What is your level of satisfaction with each of the following GAAR member benefits? (If you did not participate, select N/A.)**

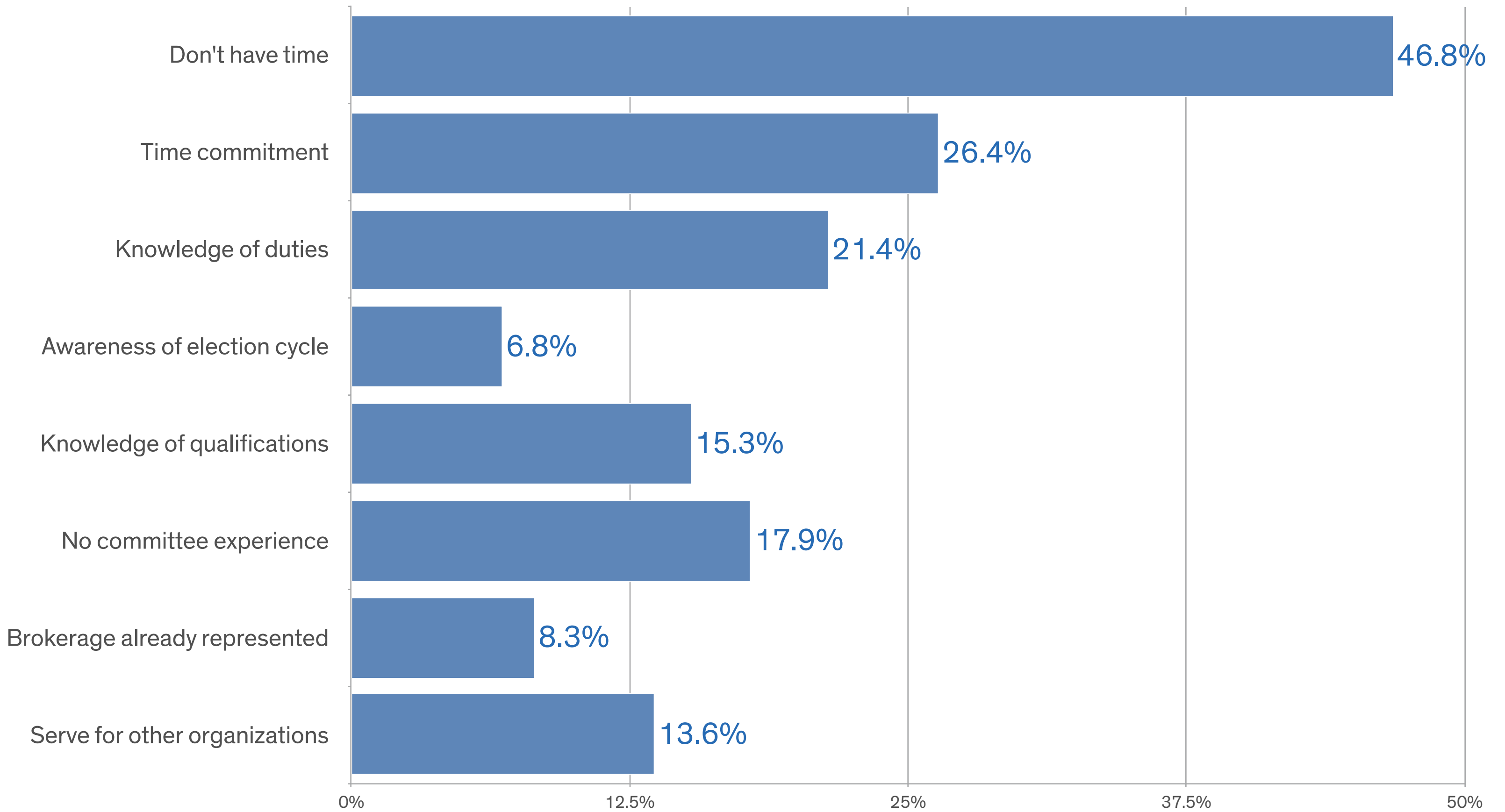


Q: What classes would you like offered more often? (Ranking question)



NOTE: The option, "Broker classes" was unranked by respondents.

Q: What is your biggest barrier to becoming a candidate for the BOD? (Select all that apply)





## Performance Survey

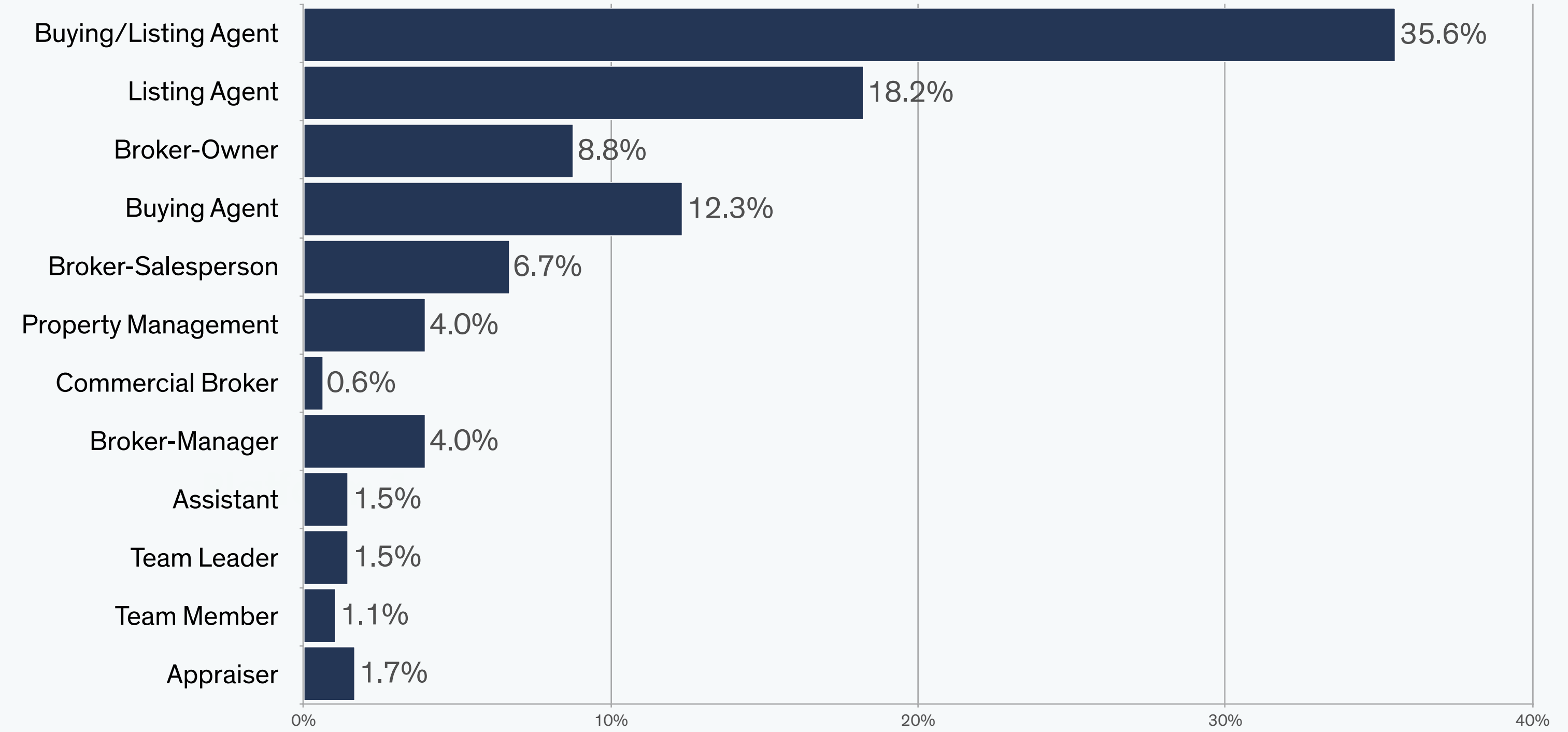
# Demographics

### Combined Response Rate and Margin of Error

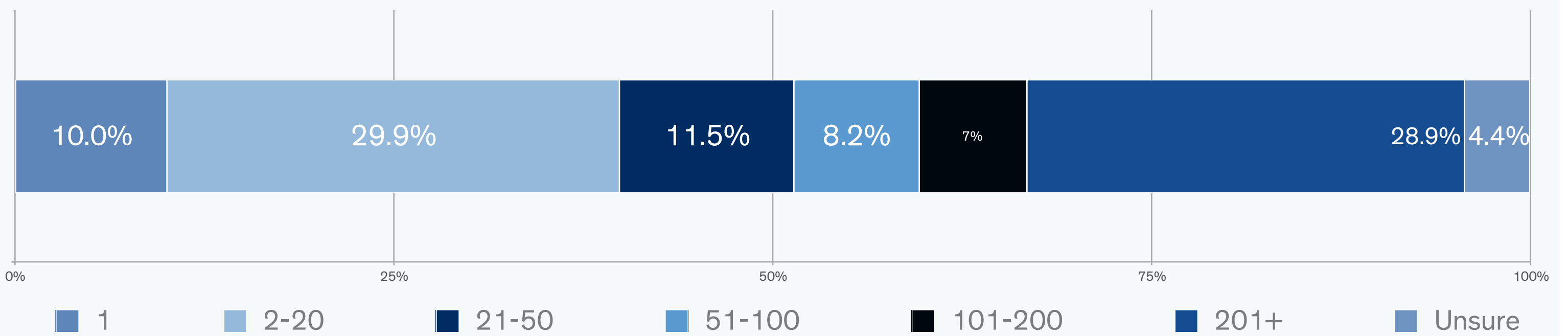
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# Demographics

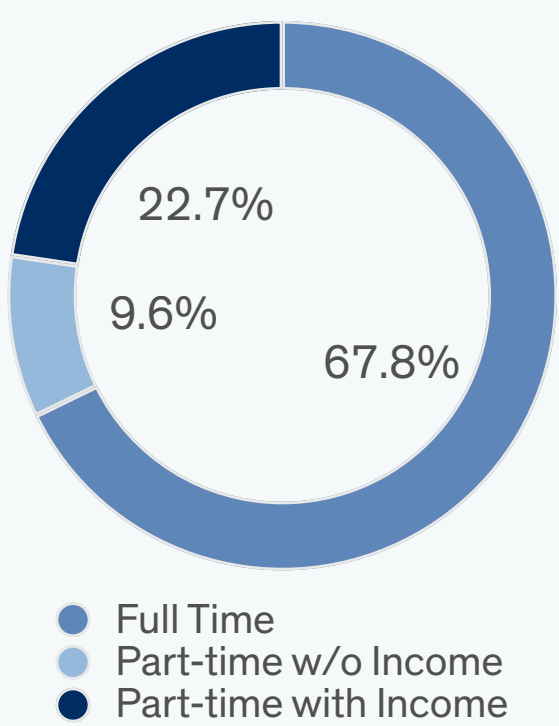
## Primary Industry Role



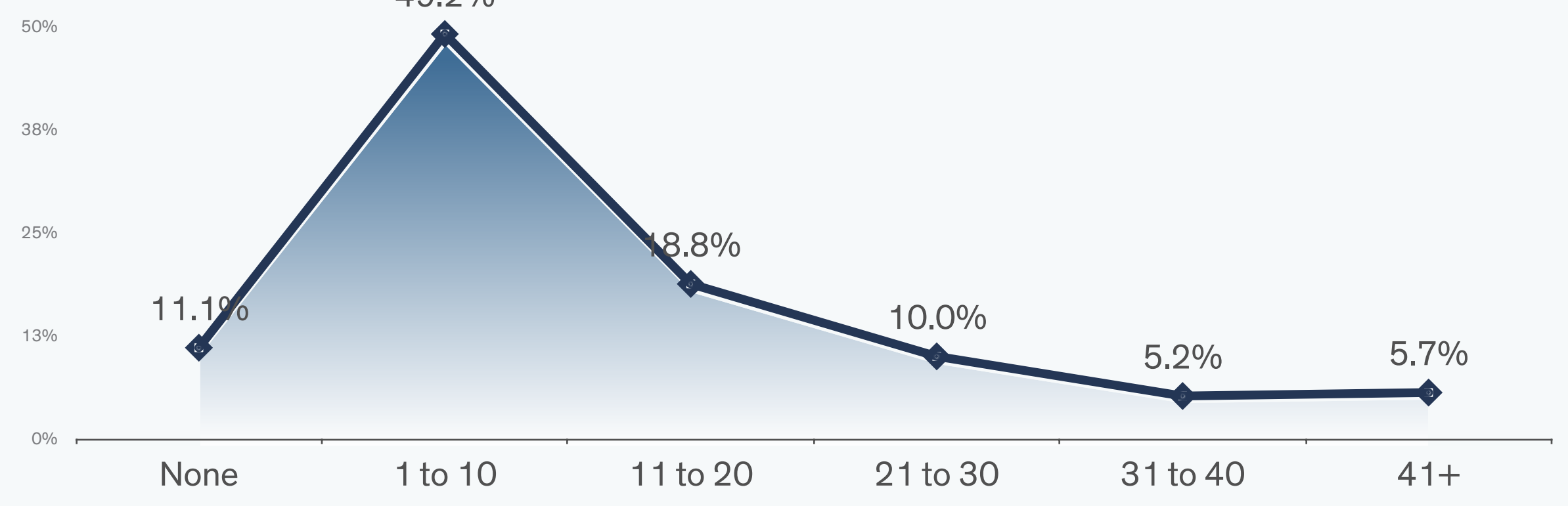
## Firm Size



## Full vs Part Time



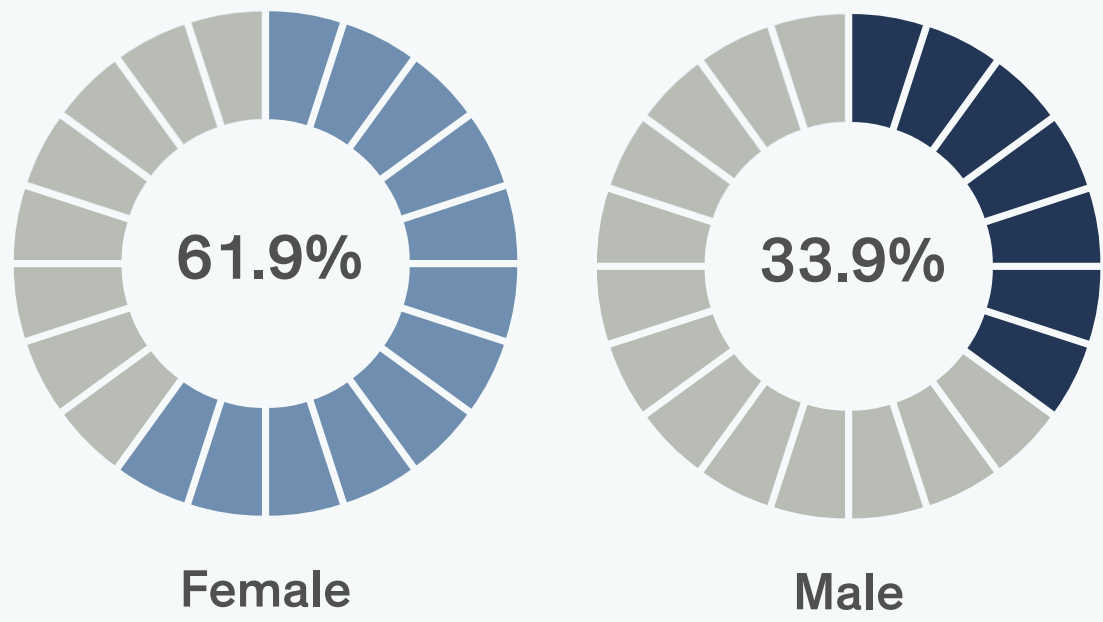
## Transactions



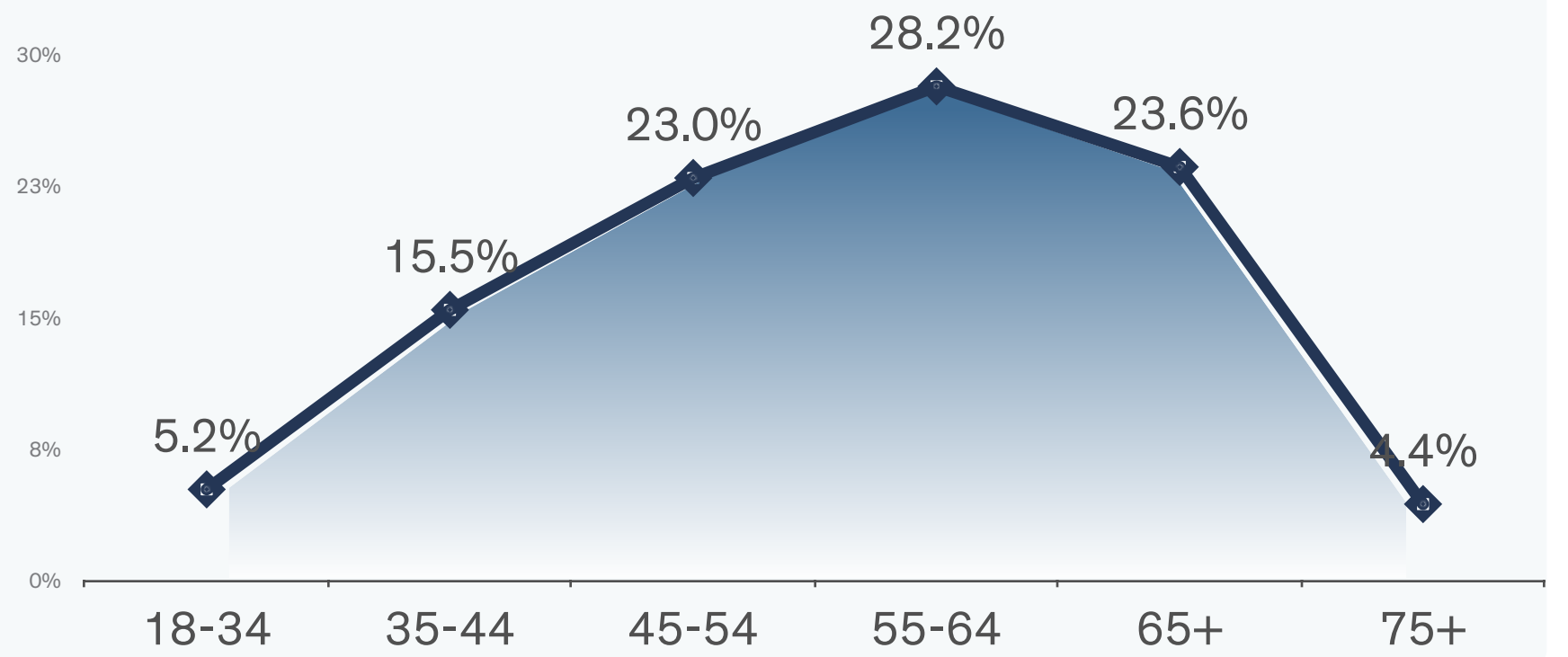
# Demographics

## Gender

May be Less than 100% due to Other/Non-Binary/Prefer Not To Answer Responses

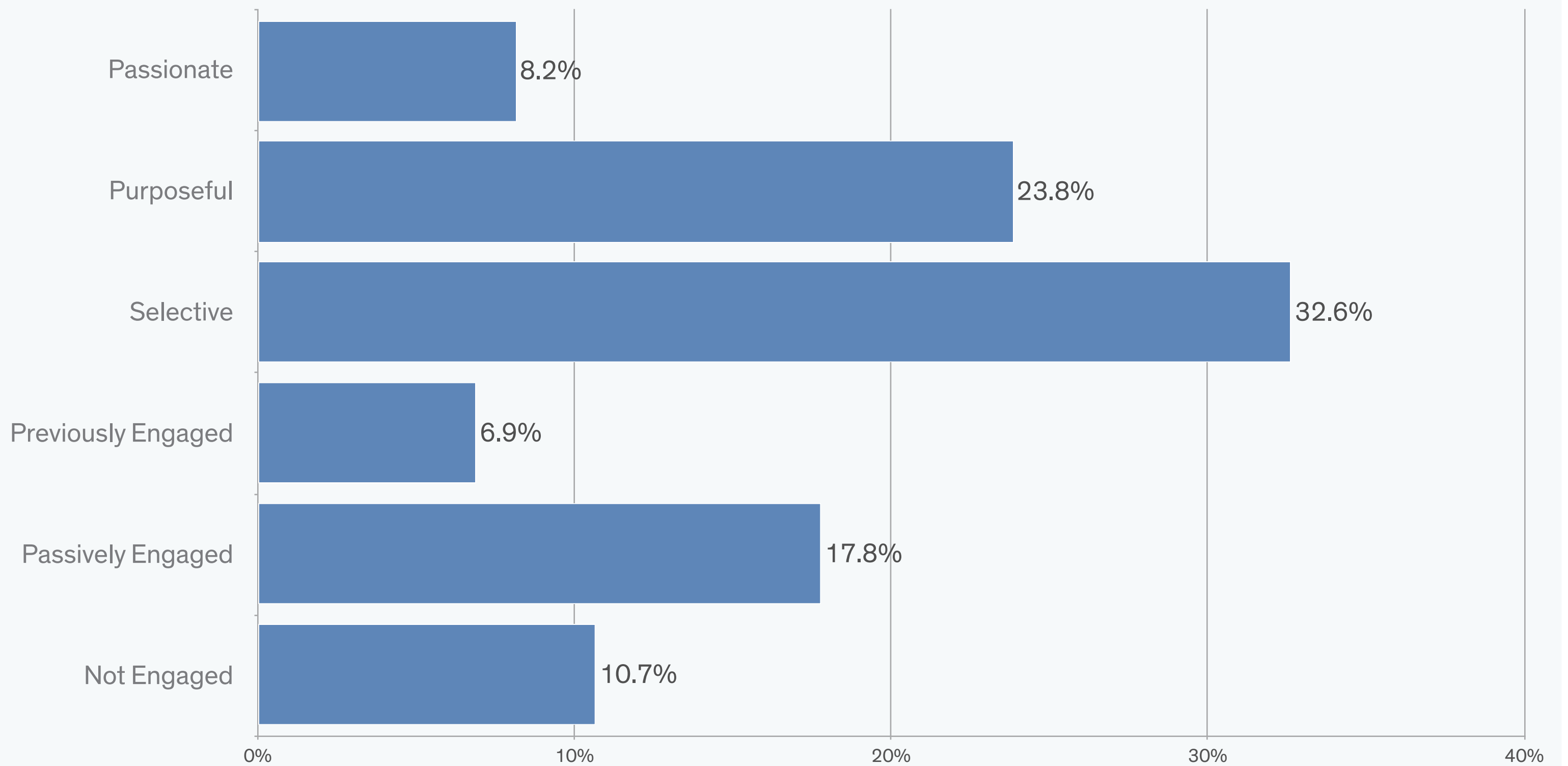


## Age

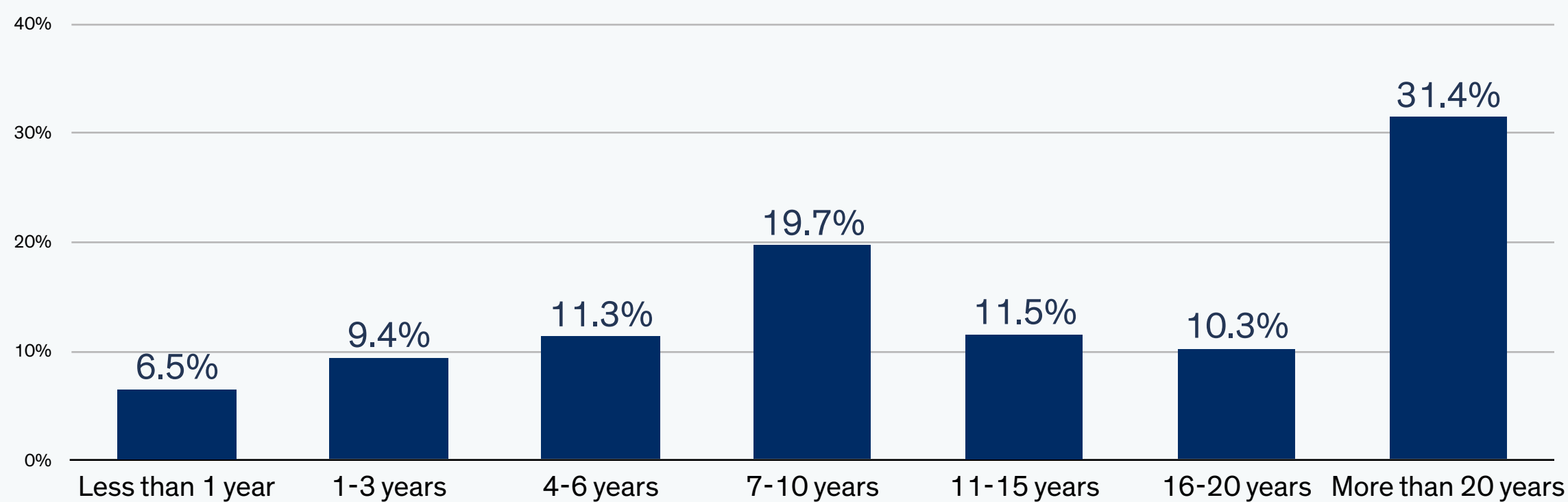


## Engagement Type

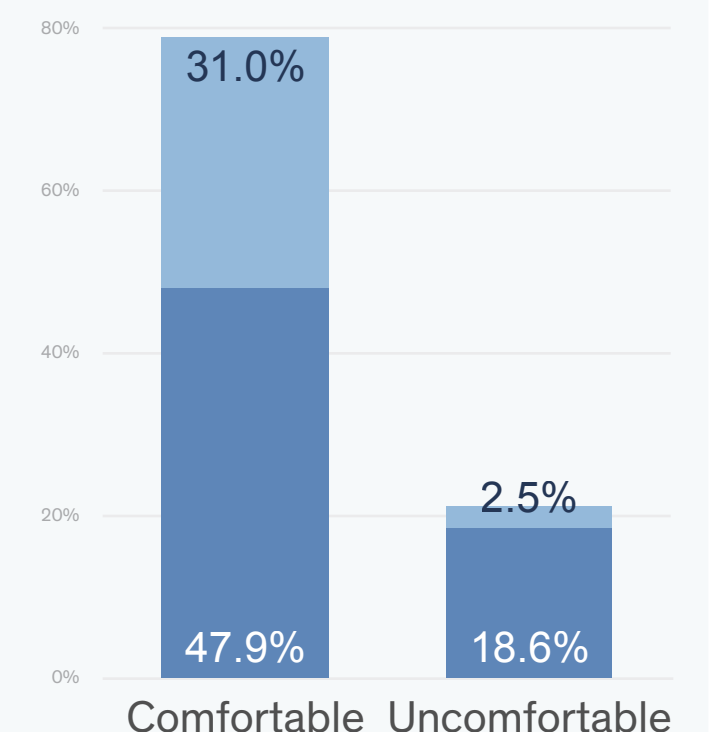
For more details on this see EScore section of report



## Experience

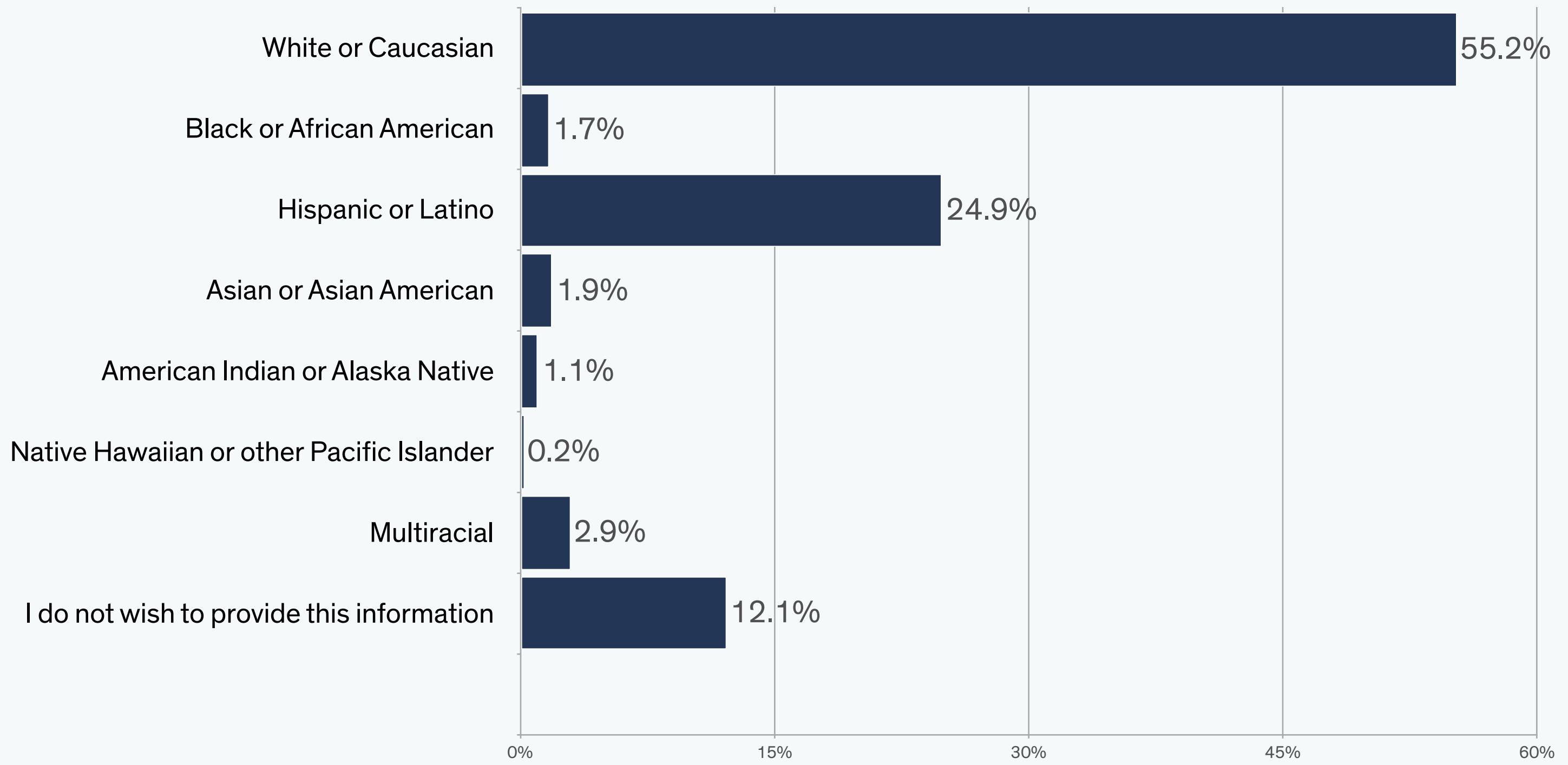


## Tech Comfort



# Demographics

## Race and/or Ethnicity





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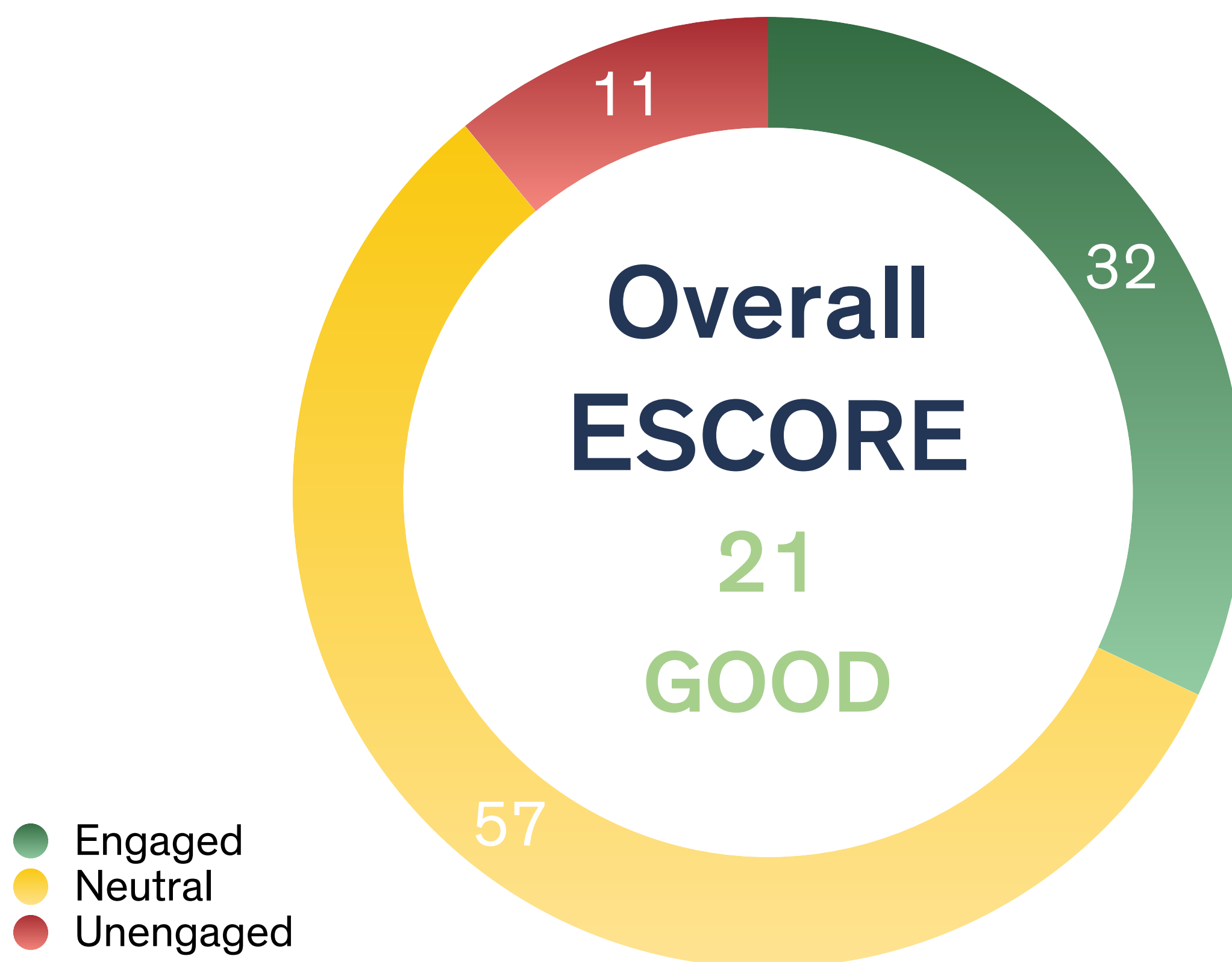
# Engagement Scoring (EScore)

Our T3 Engagement Score (EScore), measures member engagement to better inform your organizations planning. This metric has been adapted from the Net Promoter Score®, which is an international business performance scoring mechanism. Where we ask respondents to select a corresponding level of engagement from Passionate to Unengaged to derive an EScore to identify the percentages of those who are Engaged, Neutral, and Unengaged then subtract the percentage of Unengaged from the Engaged.

# Engagement Score (ESCORE)

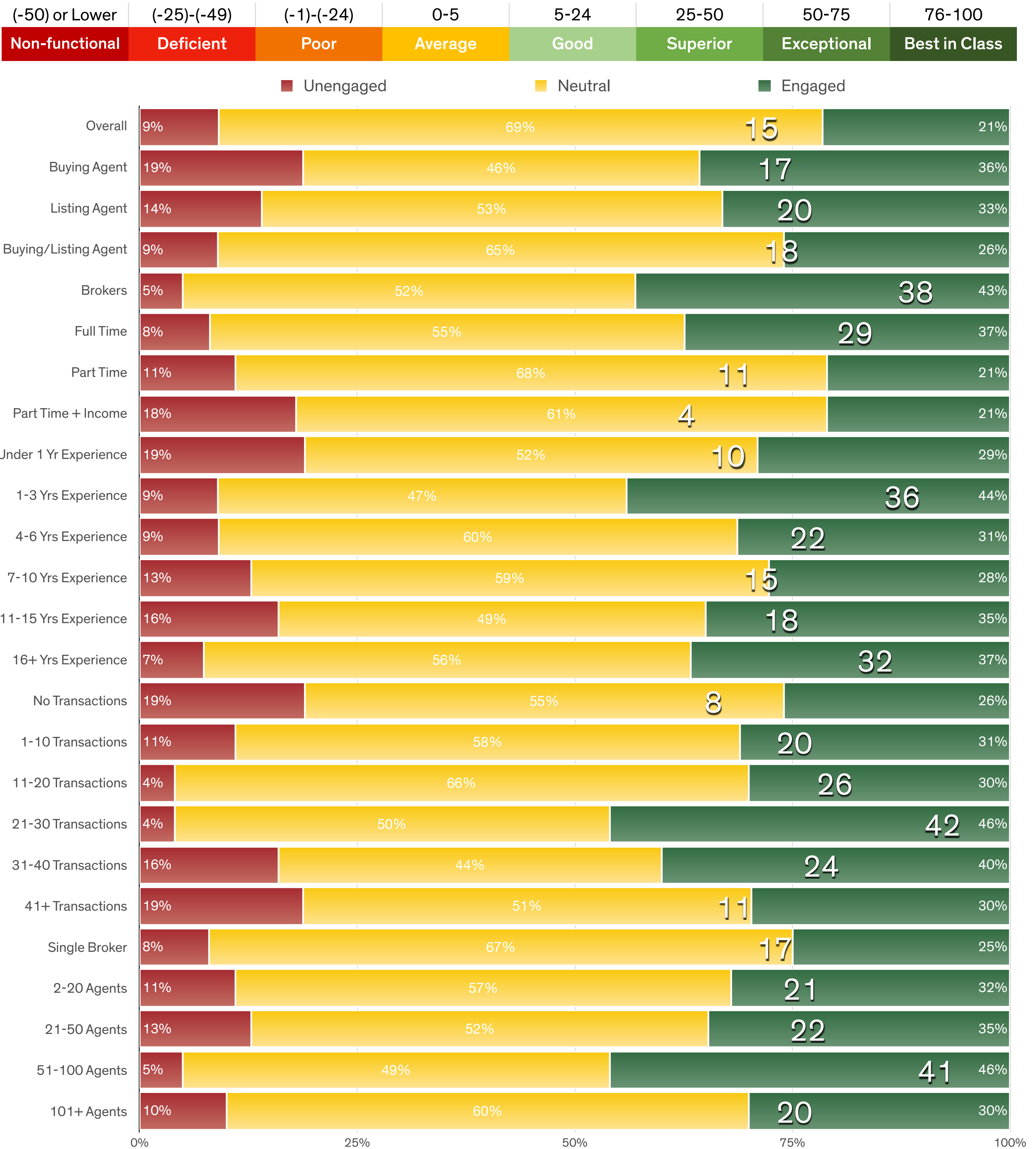
## T3 Engagement Scoring and Rating

(-50) or Lower	(-25)-(-49)	(-1)-(-24)	0-5	5-24	25-50	50-75	76-100
Non-functional	Deficient	Poor	Average	Good	Superior	Exceptional	Best in Class



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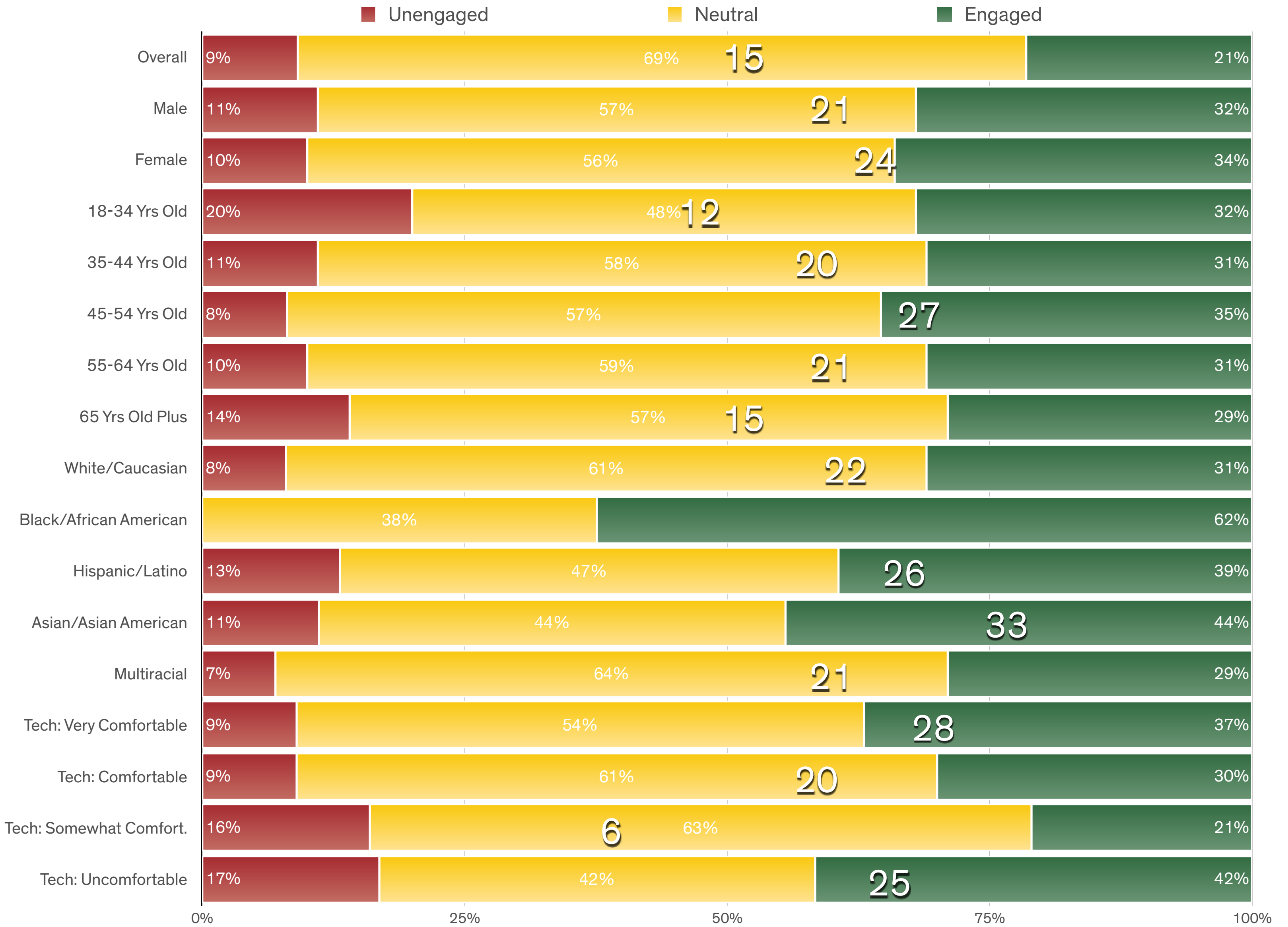
# T3 EScore by Demographics



Our T3 Engagement Score (EScore), measures member engagement to better inform your organizations planning. This metric has been adapted from the Net Promoter Score®, which is an international business performance scoring mechanism. Where we ask respondents to select a corresponding level of engagement from Passionate to Unengaged to derive an EScore to identify the percentages of those who are Engaged, Neutral, and Unengaged then subtract the percentage of Unengaged from the Engaged.

# T3 EScore by Demographics

(-50) or Lower	(-25)-(-49)	(-1)-(-24)	0-5	5-24	25-50	50-75	76-100
Non-functional	Deficient	Poor	Average	Good	Superior	Exceptional	Best in Class



Our T3 Engagement Score (EScore), measures member engagement to better inform your organizations planning. This metric has been adapted from the Net Promoter Score®, which is an international business performance scoring mechanism. Where we ask respondents to select a corresponding level of engagement from Passionate to Unengaged to derive an EScore to identify the percentages of those who are Engaged, Neutral, and Unengaged then subtract the percentage of Unengaged from the Engaged.

# T3 Organized Real Estate (ORE) Research Program:

## Association Performance Survey

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T3 Sixty  
Enabling Intelligent Change  
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