

Association Performance Survey Report



CONFIDENTIAL SUMMARY AND ANALYSIS OF SURVEY RESULTS
RESEARCHED AND COMPILED BY T3 SIXTY

T3
60

T3 SIXTY PERFORMANCE SCORING AND RATINGS

The following illustrates how GAAR scored in comparison to other associations based on responses to each of the nationally standardized REALTOR® Association Performance questions resulting in 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.

T3 Sixty Performance Scoring and Rating

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
Performance Category	2022 Performance Score	2022 Performance Rating	22 Local vs National	2021 National Performance Score	2021 National Performance Rating		
Overall	3.43	Superior	COM	3.40	Superior		
1. Satisfaction	3.43	Superior	COM	3.40	Superior		
2. Leadership	3.34	Superior	COM	3.34	Superior		
3. Support	3.54	Exceptional	EX	3.49	Superior		
4. Communications	3.47	Superior	EX	3.39	Superior		
5. Core Services	3.36	Superior	COM	3.38	Superior		

Report Color Coding:

Top Performer (TP) = Top Score Nationally | Excelling (EX) = .05 or more above National Averages | Competitive (COM) = within .04 above or below National Averages | Improvement Opportunity (IO) = .05 or more below National Average



T3 Sixty Association Scorecard



August 2022

Tested and certified by T3 Sixty

Overall Association Performance Rating

Greater Albuquerque Association of REALTORS® was tested by T3 Sixty, an independent consulting firm, via a membership survey with 1124 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.

Overall Score: 3.43



Based on the combined results of the five performance categories Greater Albuquerque Association of REALTORS® received the combined T3 Sixty Association 2022 Performance Rating of:

Superior REALTOR® Association



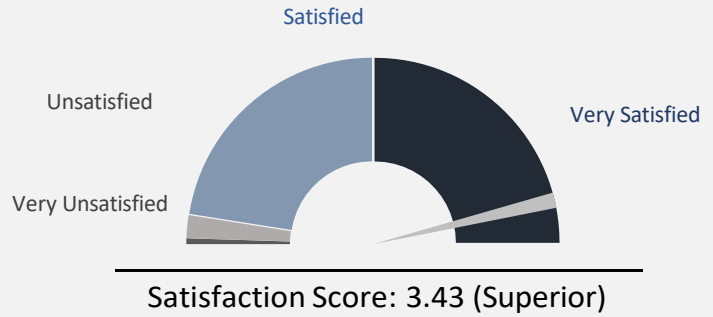
See page 2 for details. ►

All grading according to a 4-point scale.
1,124 members responded to this survey.

1

Satisfaction

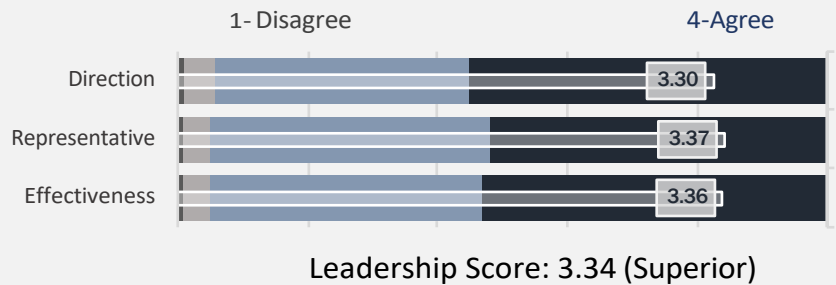
Members were asked to rate their overall satisfaction with the organization's performance.



2

Leadership

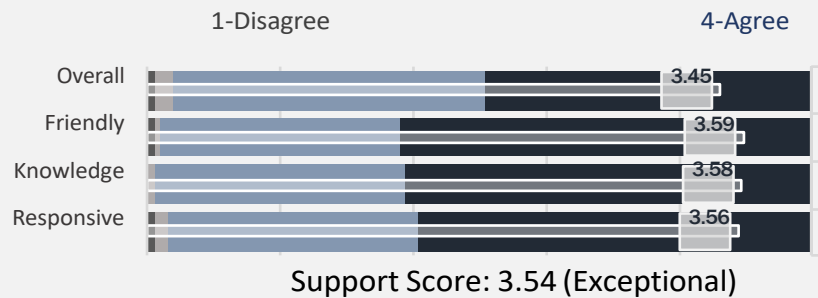
Members were asked to rate the organization's direction and Volunteers/Staff based on their representation and effectiveness. Sliders report score



3

Support

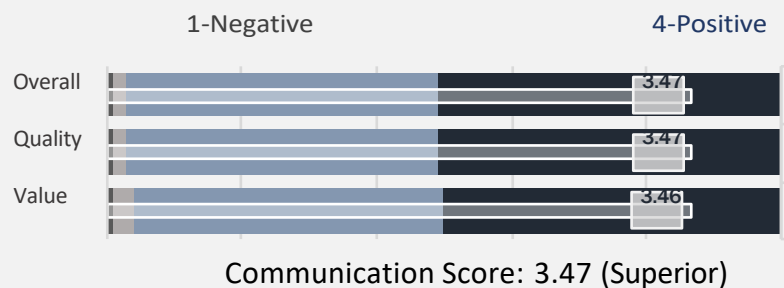
Members were asked to rate the organization's overall support along with friendliness, knowledge, and responsiveness components. Sliders report score.



4

Communications

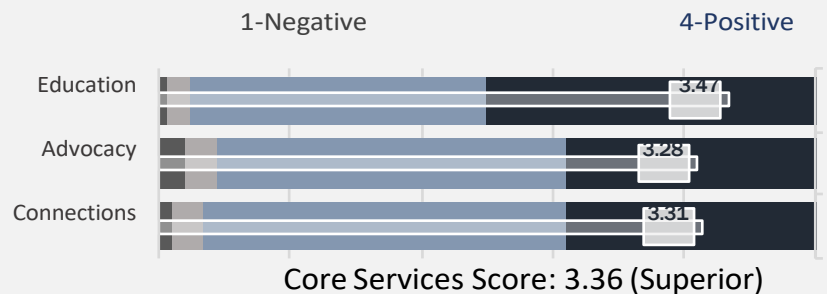
Members were asked to rate the overall communications satisfaction, quality, and value. Sliders report score.



5

Core Services

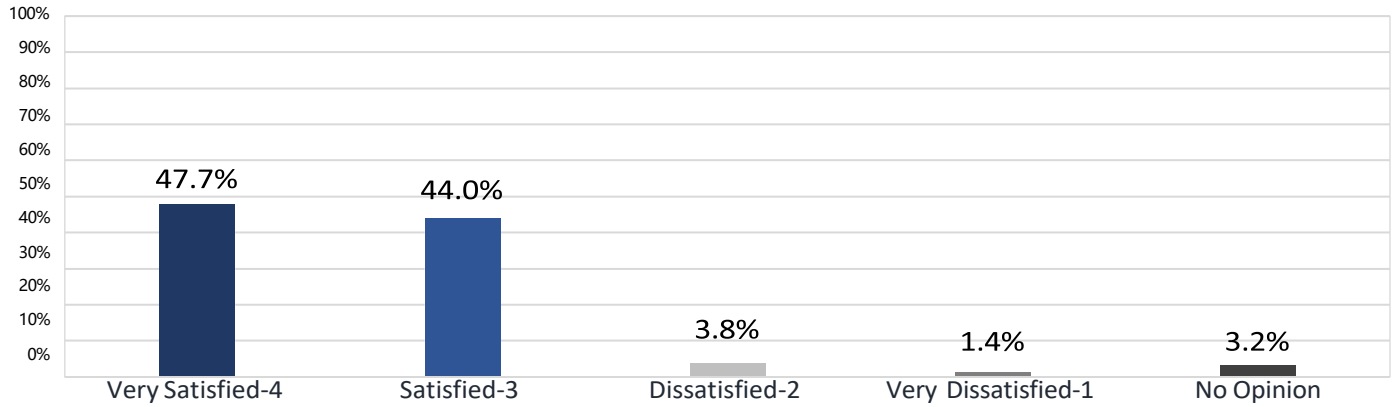
Members were asked to rate the overall satisfaction with the organization's three core services along with quality, value, and importance. Sliders report score.



SURVEY RESULTS AND FEEDBACK

1- Satisfaction Performance

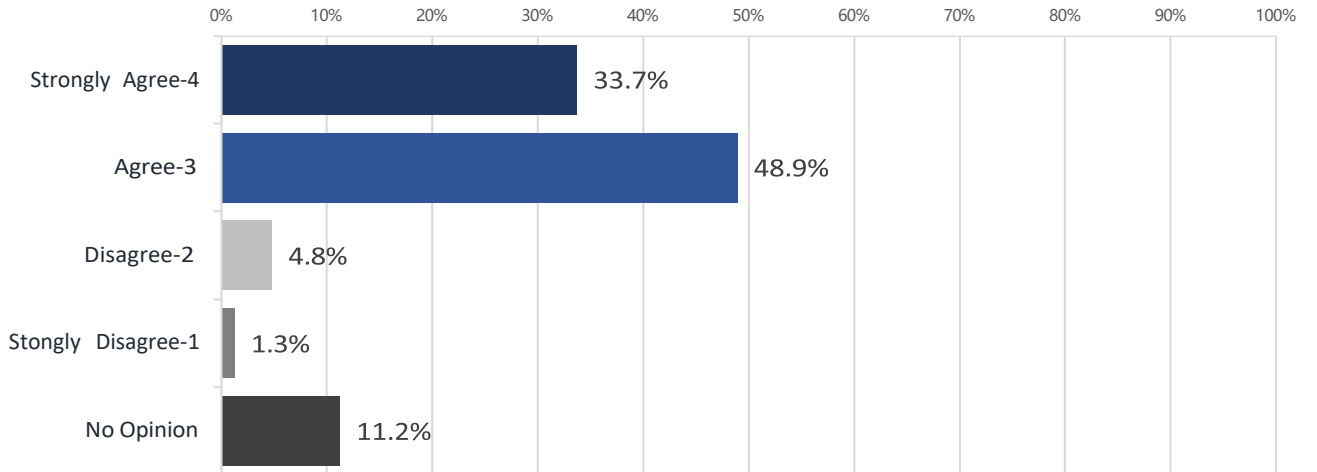
Q: What is your overall satisfaction with the performance of your association?



	Overall Satisfaction Score	Overall Satisfaction Rating
2022 GAAR	3.43	Superior
2021 National	3.40	Superior
Association Only	3.50	Exceptional
Association- MLS	3.31	Superior
4,500+ Members	3.33	Superior
< 4,500 Members	3.47	Superior
2020 National	3.37	Superior

2- Leadership Performance

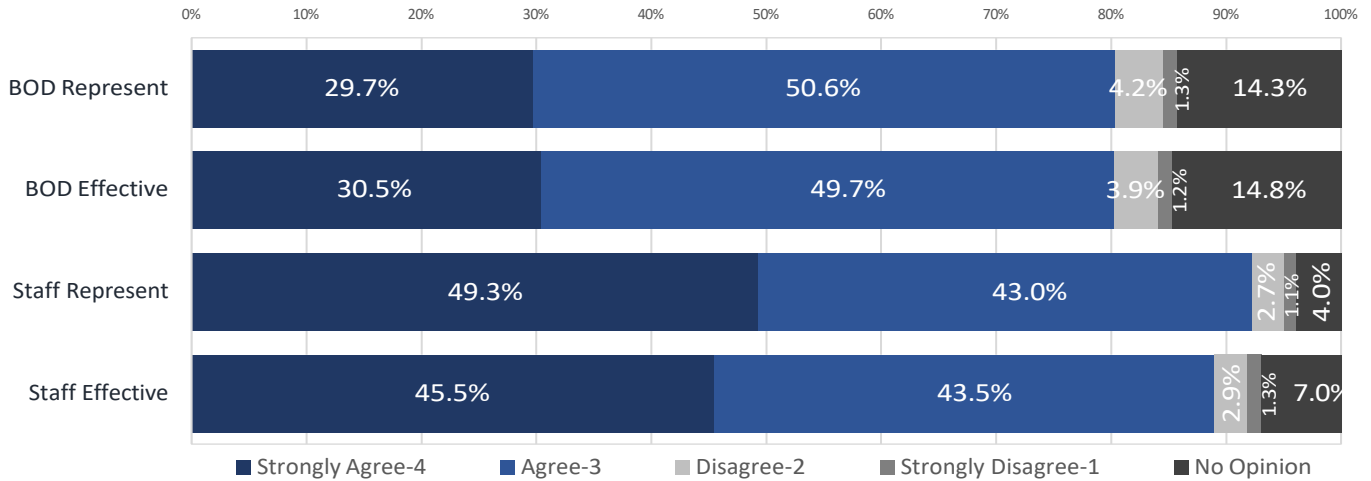
Q: Based on the performance of the association, not including MLS, over the past 12 months the organization is headed in the right direction.



	Direction Performance Score	Direction Performance Rating
2022 GAAR	3.30	Superior
2021 National	3.28	Superior
Association Only	3.35	Superior
Association- MLS	3.21	Good
4,500+ Members	3.24	Good
< 4,500 Members	3.32	Superior
2020 National	3.29	Superior

2- Leadership Performance

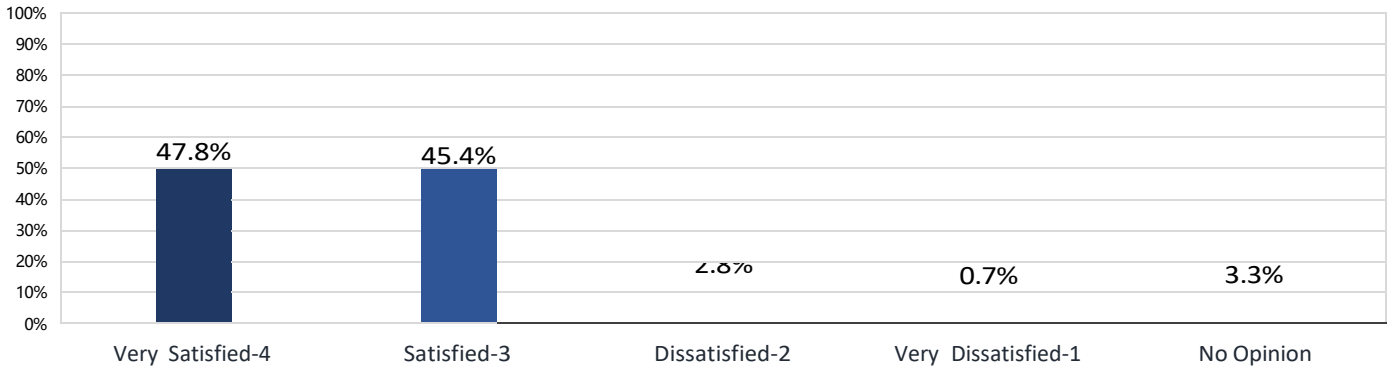
Q: Please select your level of agreement for each of the following statements about the association's Board of Directors and staff leadership... (Represent/Serve your interests | Effectively leading the association)



	Representation Score		Representation Rating		Effectiveness Score		Effectiveness Rating	
2022 GAAR	3.37		Superior		3.36		Superior	
2021 National	3.37		Superior		3.37		Superior	
Association Only	3.47		Superior		3.46		Superior	
Association- MLS	3.28		Superior		3.28		Superior	
4,500+ Members	3.33		Superior		3.30		Superior	
< 4,500 Members	3.44		Superior		3.44		Superior	
2020 National	3.33		Superior		3.33		Superior	
	BOD Representation Score-Rating		BOD Effectiveness Score-Rating		Staff Serves Interests Score-Rating		Staff Effectiveness Score-Rating	
2022 GAAR	3.27	Superior	3.28	Superior	3.46	Superior	3.43	Superior
2021 National	3.34	Superior	3.34	Superior	3.41	Superior	3.40	Superior
Association Only	3.42	Superior	3.42	Superior	3.50	Except.	3.50	Except.
Association- MLS	3.26	Superior	3.26	Superior	3.31	Superior	3.30	Superior
4,500+ Members	3.28	Superior	3.28	Superior	3.33	Superior	3.32	Superior
< 4,500 Members	3.40	Superior	3.40	Superior	3.48	Superior	3.48	Superior
2020 National	3.33	Superior	3.33	Superior	3.33	Superior	3.33	Superior

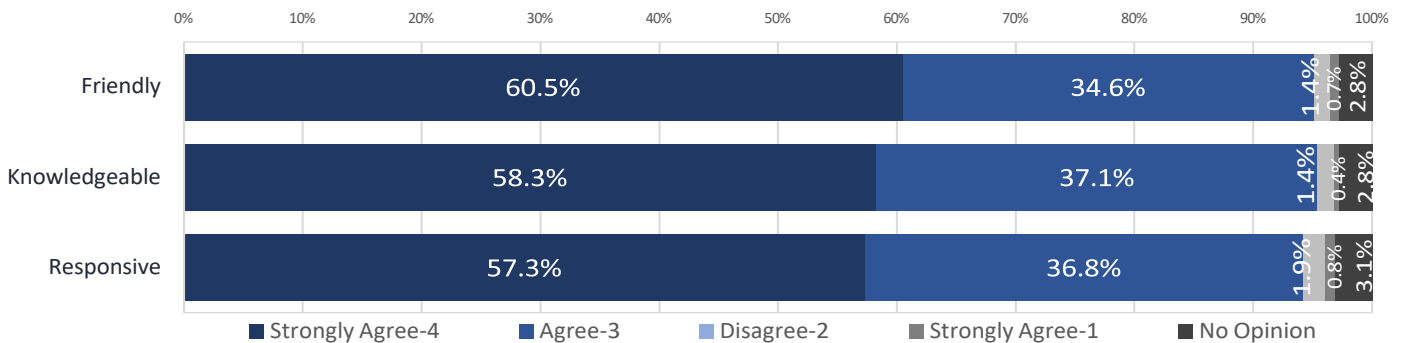
3- Support Performance

Q: What is your overall satisfaction with the level of Member Support provided by your association?



	Support Satisfaction Score	Support Satisfaction Rating
2022 GAAR	3.45	Superior
2021 National	3.42	Superior
Association Only	3.50	Exceptional
Association- MLS	3.34	Superior
4,500+ Members	3.34	Superior
< 4,500 Members	3.50	Exceptional
2020 National	3.39	Superior

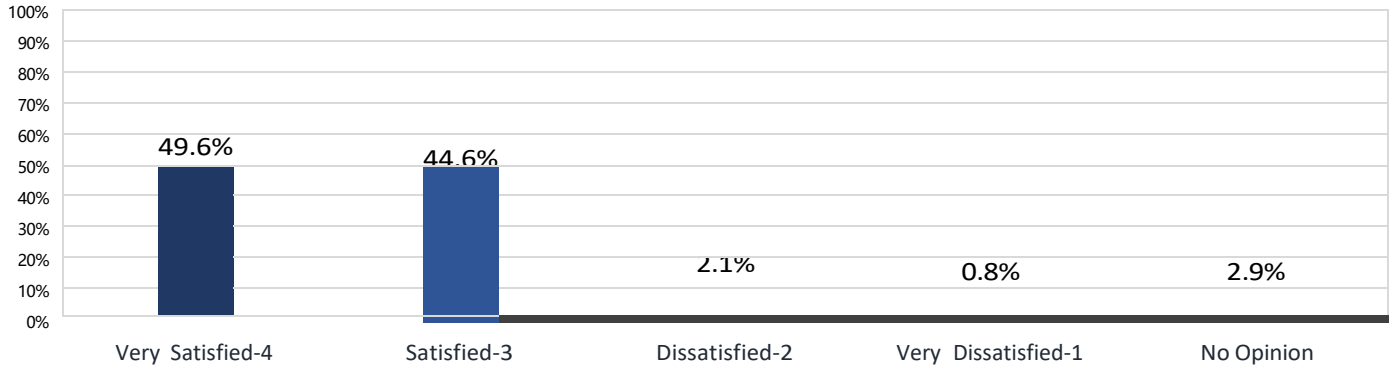
Q: Please select your level of agreement for each of the following statements about the Member Support provided to you by the association are... (Friendly | Knowledgeable | Responsive)



	Friendly Score-Rating		Knowledge Score-Rating		Responsive Score-Rating	
2022 GAAR	3.59	Exceptional	3.58	Exceptional	3.56	Exceptional
2021 National	3.53	Exceptional	3.52	Exceptional	3.48	Superior
Association Only	3.62	Exceptional	3.60	Exceptional	3.58	Exceptional
Association- MLS	3.43	Superior	3.44	Superior	3.37	Superior
4,500+ Members	3.43	Superior	3.44	Superior	3.37	Superior
< 4,500 Members	3.63	Exceptional	3.60	Exceptional	3.58	Exceptional
2020 National	3.47	Superior	3.44	Superior	3.39	Superior

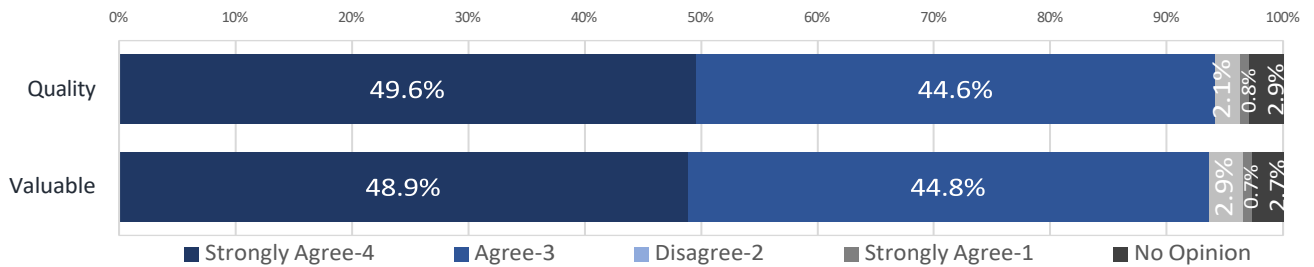
4- Communications Performance

Q: What is your overall satisfaction with the Communications provided by your association?



	Communications Satisfaction Score	Communications Satisfaction Rating
2022 GAAR	3.47	Superior
2021 National	3.39	Superior
Association Only	3.47	Superior
Association- MLS	3.32	Superior
4,500+ Members	3.32	Superior
< 4,500 Members	3.47	Superior
2020 National	3.39	Superior

Q: Please select your level of agreement for each of the following statements about the Communications provided to you by the association are... (High Quality | Valuable)



	Quality Score	Quality Rating	Value Score	Value Rating
2022 GAAR	3.47	Superior	3.47	Superior
2021 National	3.37	Superior	3.40	Superior
Association Only	3.45	Superior	3.49	Superior
Association- MLS	3.29	Superior	3.32	Superior
4,500+ Members	3.31	Superior	3.33	Superior
< 4,500 Members	3.44	Superior	3.48	Superior
2020 National	3.39	Superior	3.39	Superior

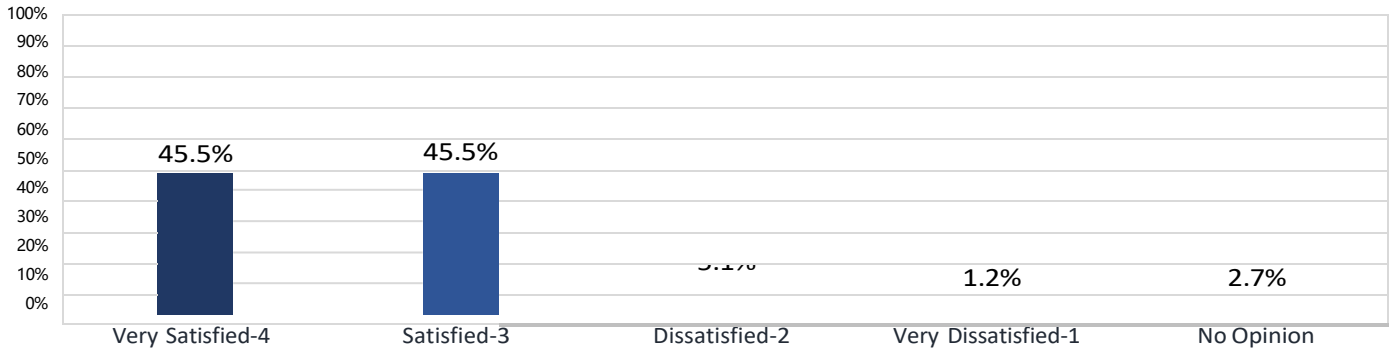
5- Core Services Performance

Overall Core Services- Education | Advocacy | Connections

	Education Score-Rating		Advocacy Score-Rating		Connections Score-Rating	
2022 GAAR	3.47	Superior	3.28	Superior	3.31	Superior
2021 National	3.47	Superior	3.35	Superior	3.32	Superior
Association Only	3.51	Exceptional	3.43	Superior	3.41	Superior
Association- MLS	3.41	Superior	3.30	Superior	3.27	Superior
4,500+ Members	3.41	Superior	3.31	Superior	3.27	Superior
< 4,500 Members	3.52	Exceptional	3.40	Superior	3.37	Superior
2020 National	3.44	Superior	3.34	Superior	3.31	Superior

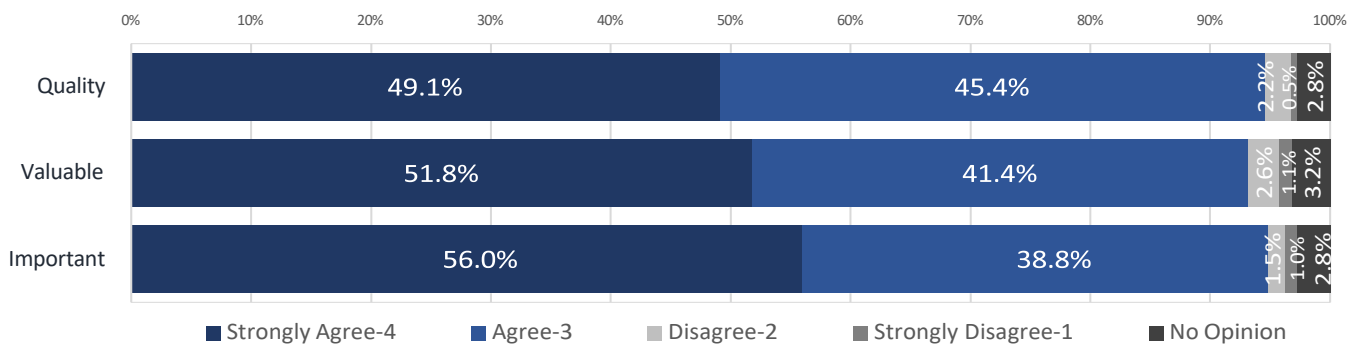
Education

Q: What is your overall satisfaction with the level of Education services?



	Education Satisfaction Score	Education Satisfaction Rating
2022 GAAR	3.39	Superior
2021 National	3.38	Superior
Association Only	3.47	Superior
Association- MLS	3.28	Superior
4,500+ Members	3.31	Superior
< 4,500 Members	3.44	Superior
2020 National	3.37	Superior

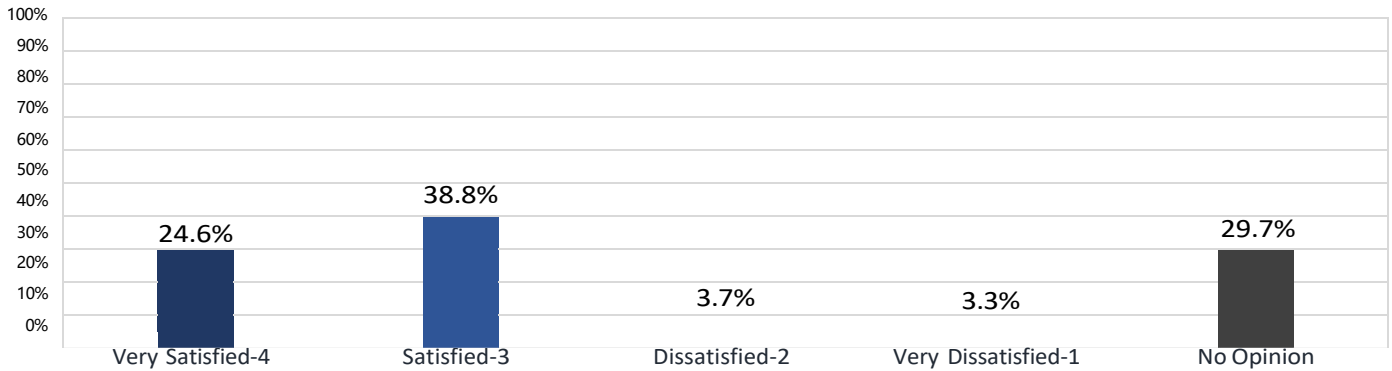
Q: Select your level of agreement for each of the following statements about the Education services provided by the association are... (High-Quality | Valuable for my business | Important for the real estate industry)



	Quality Score-Rating		Valuable Score-Rating		Important Score-Rating	
2022 GAAR	3.47	Superior	3.49	Superior	3.54	Exceptional
2021 National	3.41	Superior	3.47	Superior	3.61	Exceptional
Association Only	3.49	Superior	3.53	Exceptional	3.64	Exceptional
Association- MLS	3.34	Superior	3.40	Superior	3.57	Exceptional
4,500+ Members	3.36	Superior	3.41	Superior	3.57	Exceptional
< 4,500 Members	3.47	Superior	3.52	Exceptional	3.65	Exceptional
2020 National	3.42	Superior	3.44	Superior	3.54	Exceptional

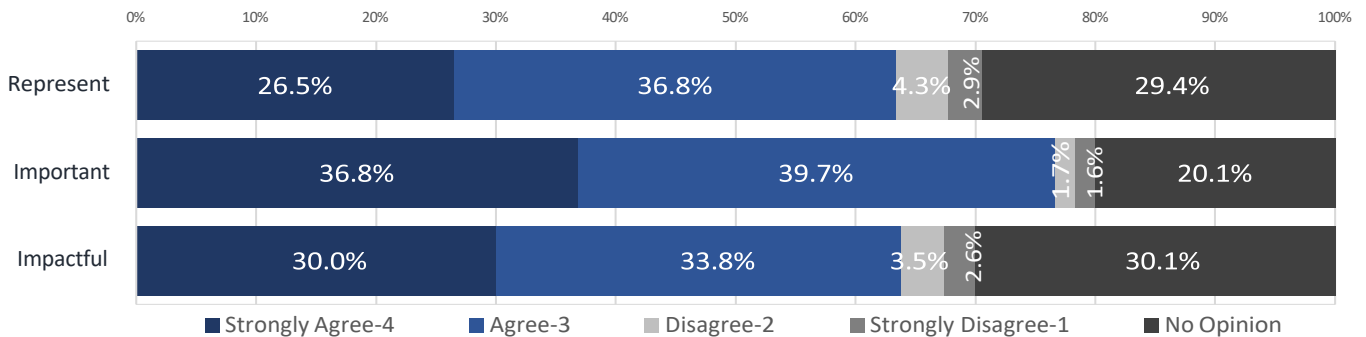
Advocacy

Q: What is your overall satisfaction with the level of Advocacy services?



	Advocacy Satisfaction Score	Advocacy Satisfaction Rating
2022 GAAR	3.20	Good
2021 National	3.30	Superior
Association Only	3.40	Superior
Association- MLS	3.21	Good
4,500+ Members	3.25	Superior
< 4,500 Members	3.36	Superior
2020 National	3.28	Superior

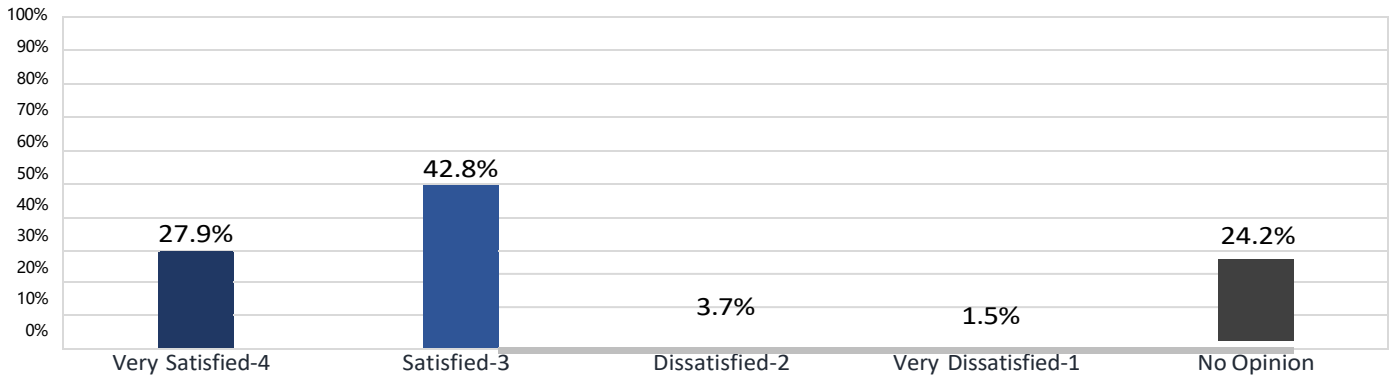
Q: Select your level of agreement for each of the following statements about the Advocacy services provided... (Represent my personal business interests | Are important for the real estate industry | Have positively impacted the real estate market)



	Represent Score-Rating	Represent Rating	Important Score-Rating	Important Rating	Impactful Score-Rating	Impactful Rating
2022 GAAR	3.23	Good	3.40	Superior	3.30	Superior
2021 National	3.27	Superior	3.47	Superior	3.37	Superior
Association Only	3.35	Superior	3.52	Exceptional	3.43	Superior
Association- MLS	3.19	Good	3.42	Superior	3.32	Superior
4,500+ Members	3.22	Good	3.43	Superior	3.34	Superior
< 4,500 Members	3.32	Superior	3.51	Exceptional	3.41	Superior
2020 National	3.26	Superior	3.45	Superior	3.35	Superior

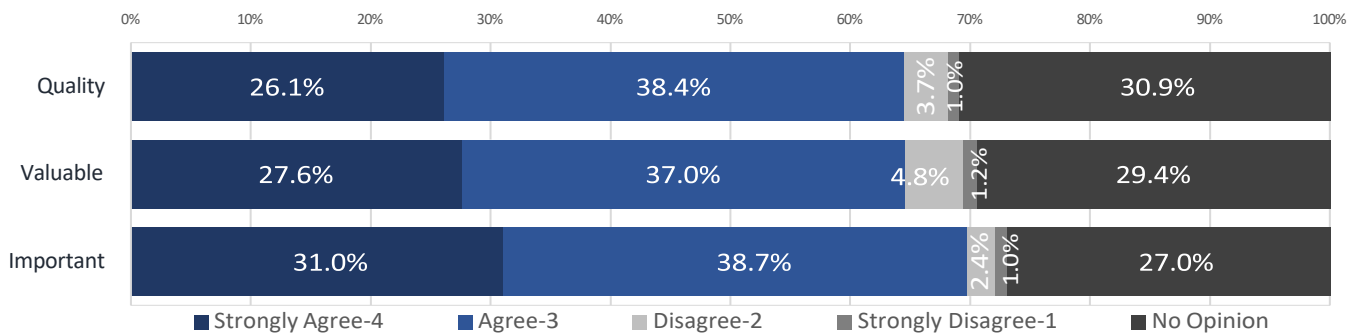
Connections-Networking & Benefits

Q: What is your overall satisfaction with the level of Connections-Networking/Benefit services?



	Connections (N/B) Satisfaction Score	Connections (N/B) Satisfaction Rating
2022 GAAR	3.28	Superior
2021 National	3.26	Superior
Association Only	3.34	Superior
Association- MLS	3.19	Good
4,500+ Members	3.21	Good
< 4,500 Members	3.31	Superior
2020 National	3.26	Superior

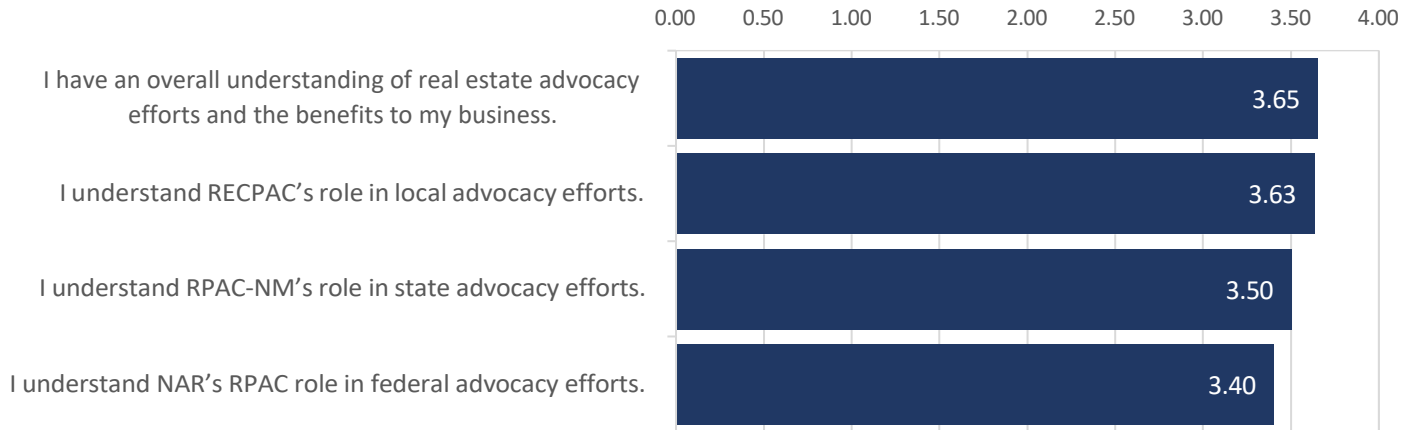
Q: Select your level of agreement for each of the following statements about the Connections-Networking/Benefit services provided by the association. (Services provided are high quality | valuable for my business | are important for the real estate industry)



	Quality Score-Rating		Valuable Score-Rating		Important Score-Rating	
2022 GAAR	3.30	Superior	3.29	Superior	3.37	Superior
2021 National	3.28	Superior	3.33	Superior	3.40	Superior
Association Only	3.35	Superior	3.40	Superior	3.46	Superior
Association- MLS	3.20	Good	3.26	Superior	3.34	Superior
4,500+ Members	3.23	Good	3.28	Superior	3.36	Superior
< 4,500 Members	3.33	Superior	3.39	Superior	3.44	Superior
2020 National	3.28	Superior	3.32	Superior	3.38	Superior

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

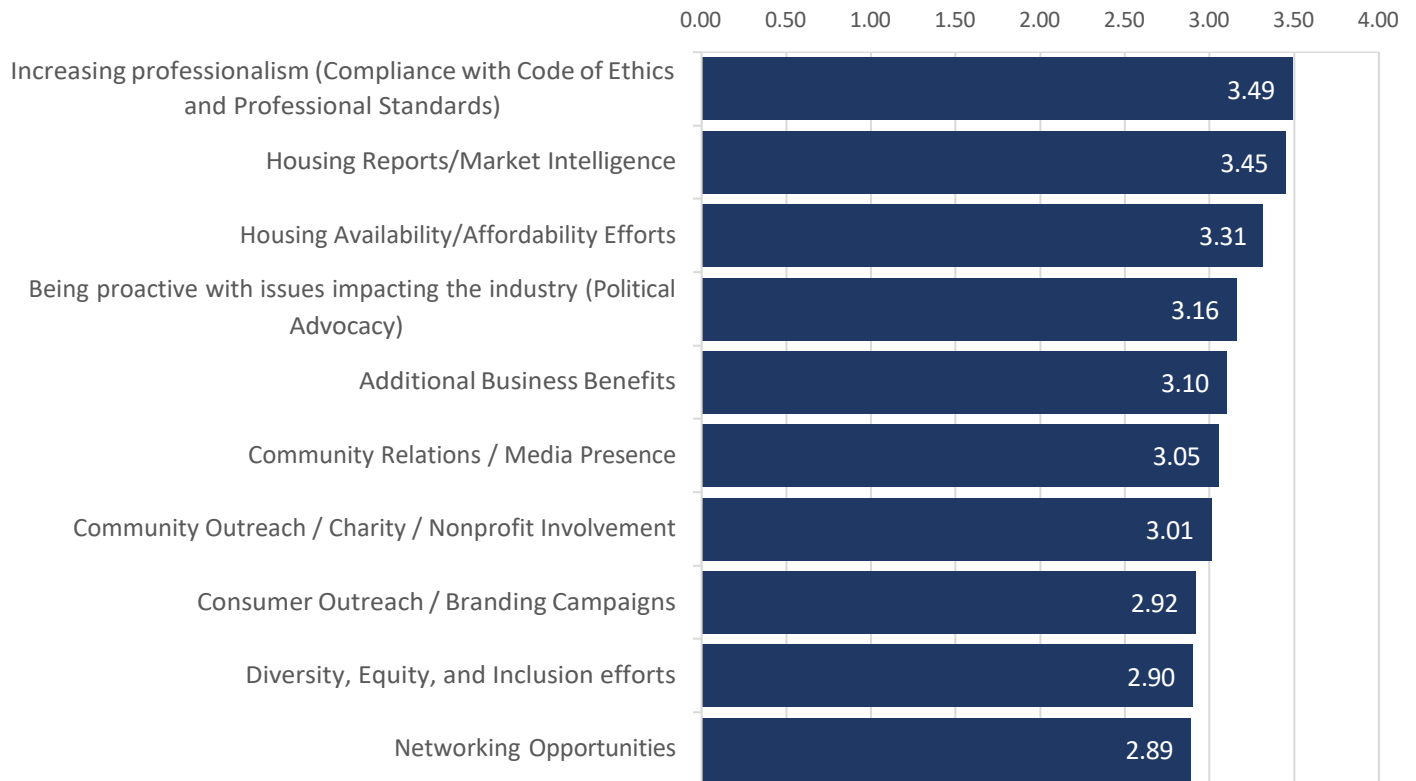
(Weighted Average where 4=Strongly Agree | 3= Agree | 2= Disagree | 1=Strongly Disagree)



	Strongly Agree/Agree Combined %	Disagree/Strongly Disagree Combined %
I have an overall understanding of real estate advocacy efforts and the benefits to my business.	72.2%	10.2%
I understand RECPAC's role in local advocacy efforts.	64.4%	13.7%
I understand RPAC-NM's role in state advocacy efforts.	66.1%	13.5%
I understand NAR's RPAC role in federal advocacy efforts.	66.9%	12.6%

Q: Where should the association place its focus over the next one to two years? (Select one per row)

(Weighted Average where 4=Very Important | 3= Important | 2= Somewhat important | 1=Not Important)

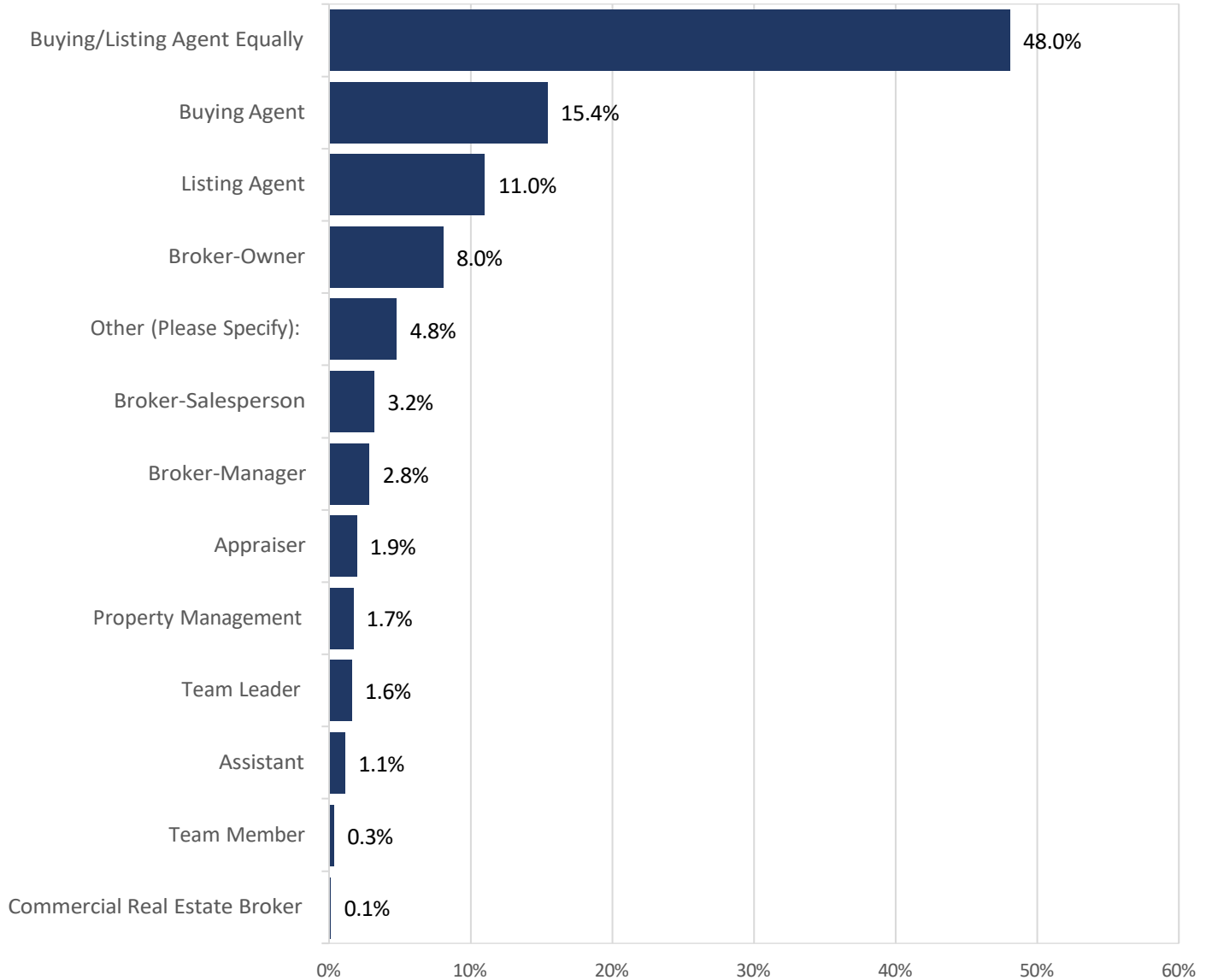


	Very Important/Important Combined %	Somewhat Important/ Not Important Combined %
Increasing professionalism (Compliance with Code of Ethics and Professional Standards)	88.8%	7.9%
Housing Reports/Market Intelligence	89.8%	7.2%
Housing Availability/Affordability Efforts	82.9%	13.4%
Being proactive with issues impacting the industry (Political Advocacy)	76.0%	18.2%
Additional Business Benefits	72.9%	19.0%
Community Relations / Media Presence	72.1%	23.3%
Community Outreach / Charity / Nonprofit Involvement	71.0%	24.2%
Consumer Outreach / Branding Campaigns	64.7%	27.5%
Diversity, Equity, and Inclusion efforts	63.7%	29.3%
Networking Opportunities	64.2%	30.2%

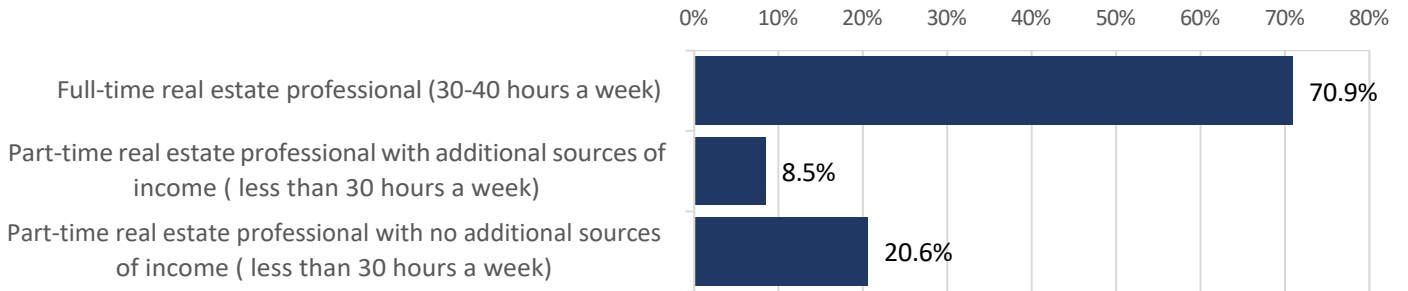
RESPONDENT DEMOGRAPHIC PROFILES

This section summarizes the results of the respondent’s Demographic data. The total number of complete responses received for the survey was 1,124 responses for a 25% response rate with a 99% degree of confidence and a margin of error of $\pm 3.32\%$.

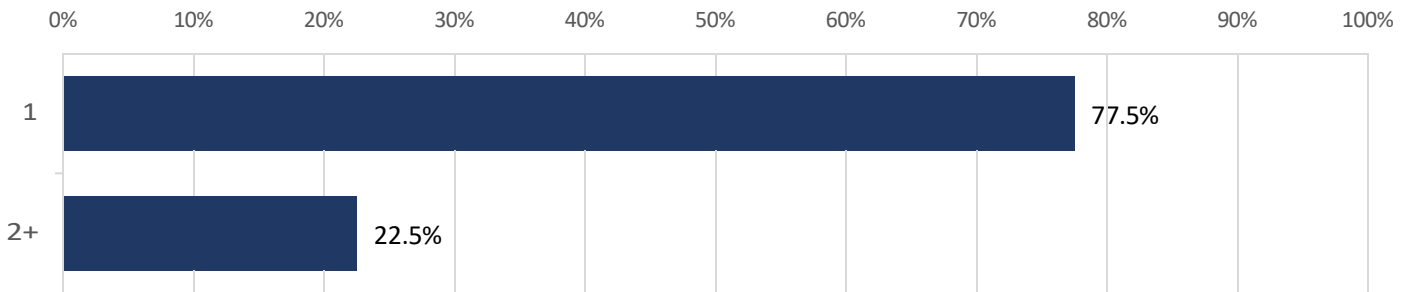
Primary Role in Real Estate



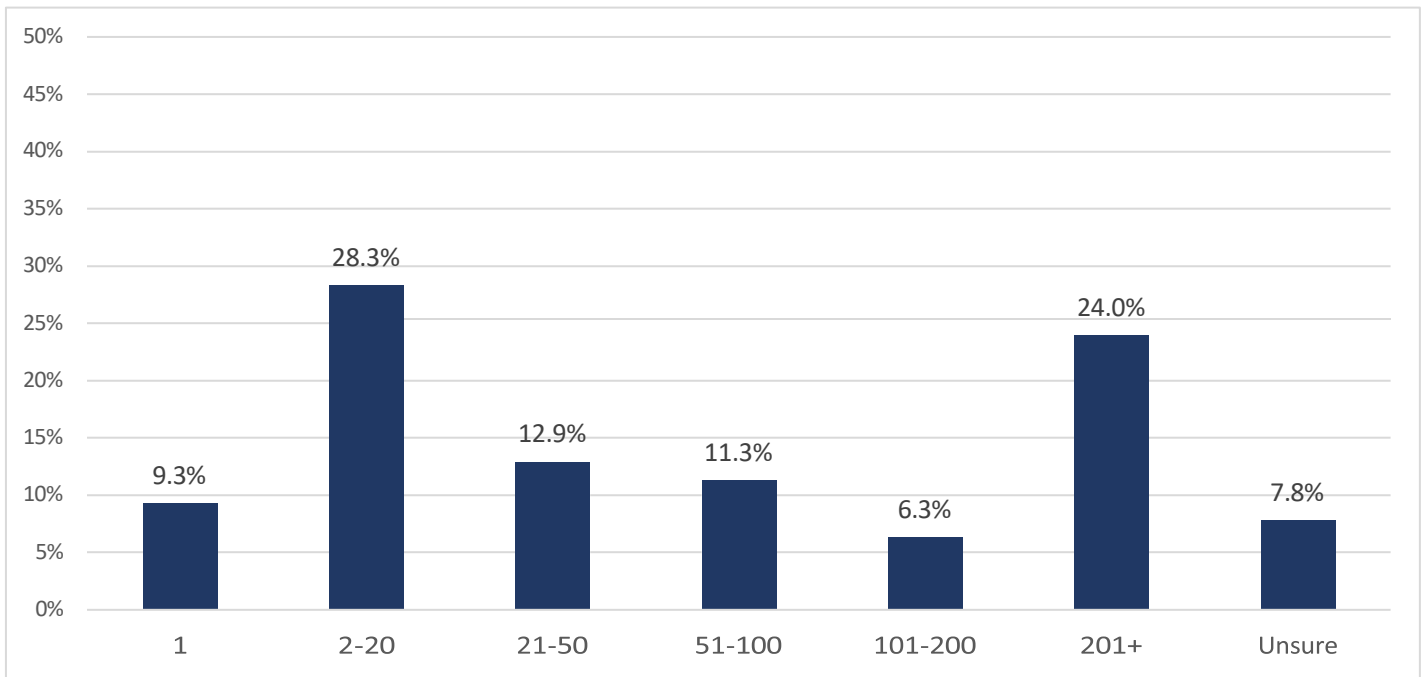
Full Time vs Part Time



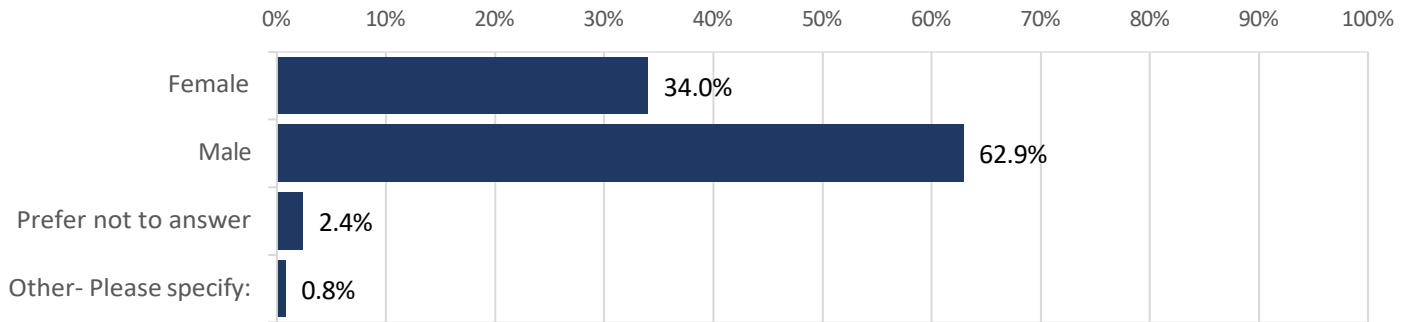
Number of MLS Subscriptions



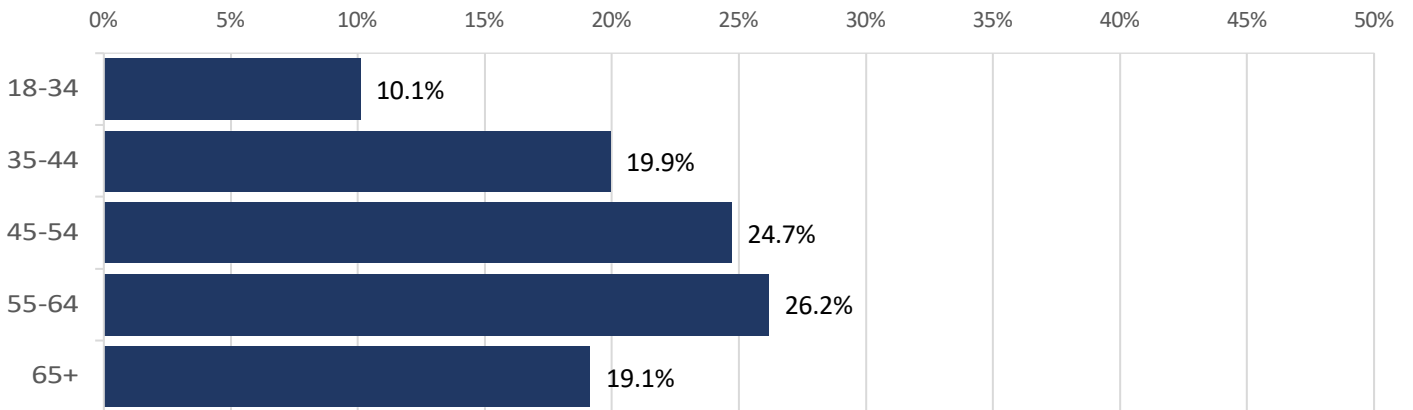
Number of Agents in Brokerage



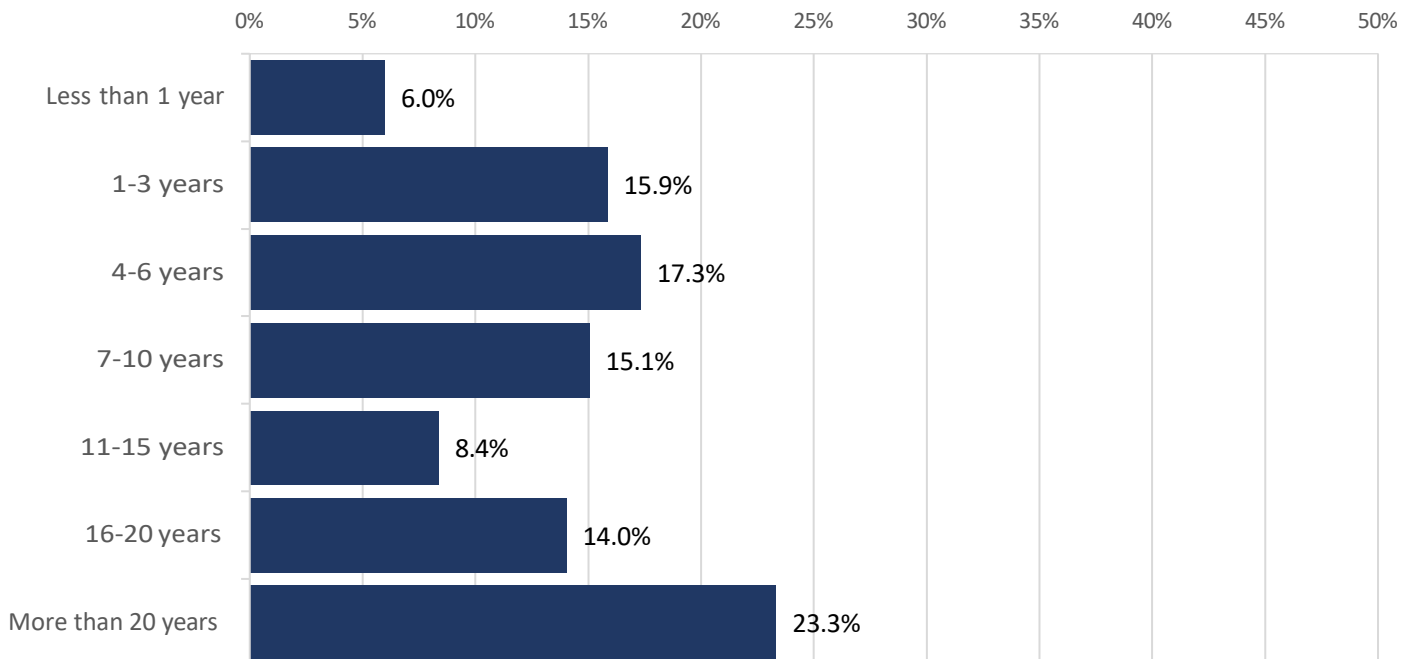
Gender Distribution



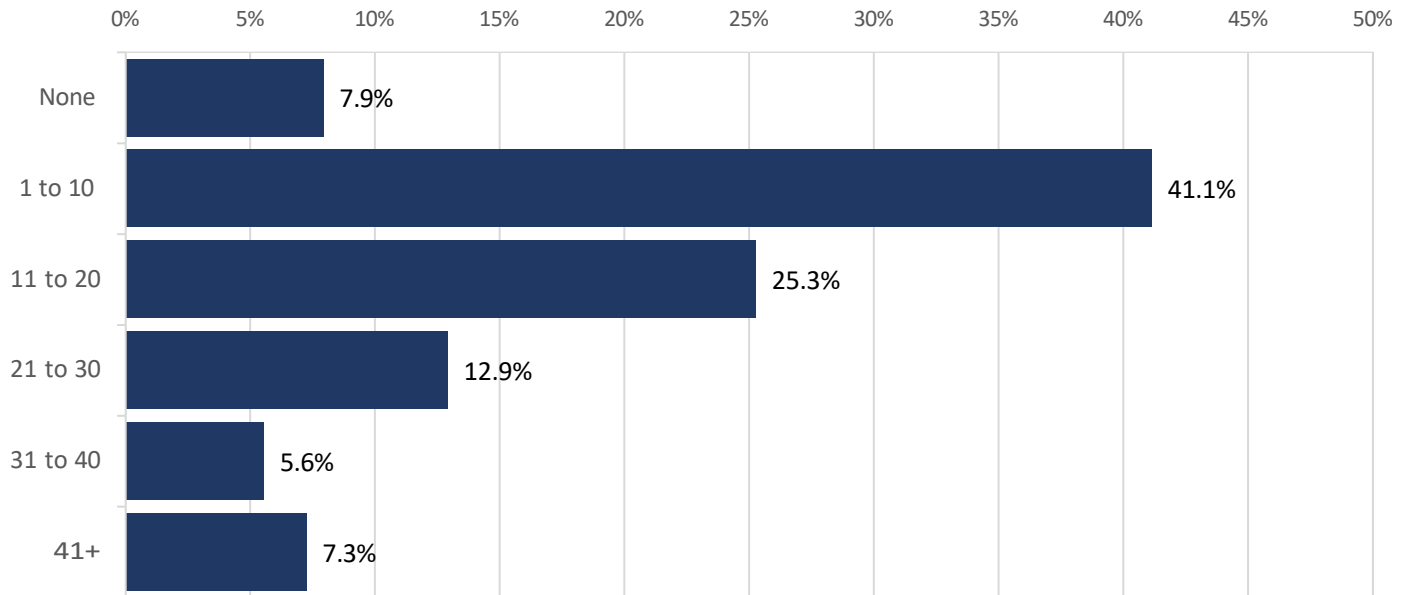
Age Distribution



Years as Real Estate Professional



Transaction sides (Past 12 months)



Technology Comfort Levels

