

RASM 2022 Member Satisfaction Survey

The Results Are In; Excellence Is Up



By: Gina McCarthy, RASM Vice President of Communications and Engagement

Rooted in 100 Years of Excellence is listening to our members. From May 27 to June 5, RASM conducted a 2022 survey of our entire membership. We increased participation by 42% compared to the last survey in September

2020. The future is bright for RASM members as you Reach Further.™

Your input matters. Thank you to the 1,126 members who participated in this important survey. The findings will be used to support RASM's communications and member engagement, as well as our 2023 strategic planning.

8 KEY TAKEAWAYS

- 1 | **RASM focuses on what members value and use.** Market statistics, lockbox/Supra service, RASM website/member portal, ELEVATE magazine, education/designations, advocacy, ethics/dispute resolution (CasePro), weekly e-news, orientations, and consumer campaigns are most valued and used. These programs saw increases in member value ranging from 1% to 18%.
- 2 | **RASM advances agent and broker engagement.** This year, we're working on the following, and you all agreed: broker outreach, increasing awareness for RASM resources, mastermind/ thought leadership, business & financial training, collaborating on education/events, expanding the Soar Conference, and encouraging more to pursue C2EX.
- 3 | **86% of members are satisfied with RASM customer service.** RASM continues to train staff and provide content updates on the most important services: Supra, Stellar MLS, membership/dues, events/classes/license requirements, leadership opportunities, segment-specific content for CREA / GBC / YPN/ PMC, and more.

- 4 | **Our Net Promoter Score® is 50-which is excellent.** NPS is the gold standard of customer experience metrics. We deliver compelling content and communications from our highest-rated channels: email updates, expanding our website and member portal, ELEVATE magazine as well as social media and texting. RASM's goal is to provide you with a world-class experience.
- 5 | **"New Member" program can drive real results.** 32% of members are new to RASM and new to real estate. Another 20% have been with RASM for 3-5 years. RASM continues to provide resources, build awareness, and grow engagement for newer members to achieve success.
- 6 | **Members want more production, professionalism, and profitability.** RASM is here to help brokers and your agents become more professional and profitable. That includes 25% doing \$1-3M in transactions/year, 17% doing \$4-6M in transactions/year, and 40% doing less than \$1M in transactions/year-all of whom want to become more productive.
- 7 | **Over three quarters of membership know advocacy supports real estate.** RASM continues to be the primary resource for information on policy issues. Top local issues: property tax/appraisal/assessments, land use development, zoning, tax on commissions, and the economy. Stay tuned.
- 8 | **Education is a launchpad for excellence.** 82% of members set aside time and money for education. Code of Ethics, Stellar MLS, legal updates, and technology top the list. New courses may include: real estate technology, negotiating skills, finance, and investment/tax planning. Let us know what you need.

8 of every 10 members agree that RASM is essential to your prosperity in real estate. Thank you for the opportunity to serve your needs as you reach the next level in your business and your career. Here's to another 100 Years of Impact! ▶