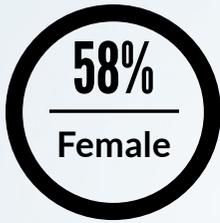


Membership Survey



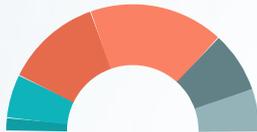
156

RESPONSES

65%

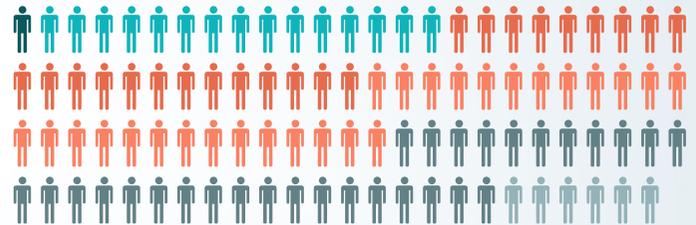
REALTORS® in large firms

Years as a member of the VBR?



- Less than a year (3.25%)
- 1-3 years (11.04%)
- 3-10 years (24.68%)
- 11-20 years (34.42%)
- 21-30 years (15.58%)
- More than 30 years (11.04%)

Age



- Under 30 (1.28%)
- 30-40 (15.38%)
- 40-50 (21.79%)
- 50-60 (26.28%)
- 60-70 (29.49%)
- Over 70 (5.77%)

VBR Events Attended



- Chamber Mixers
- General Membership Meeting
- Holiday Party
- Golf Tournament
- Installation Celebration
- Affiliate Expo
- Habitat Build Day
- None

"Winter events and gatherings - skiing, snowshoeing, etc."



Ideas for NEW Events

"More forums or events to engage top producers among the membership"

"Meet and Greet affiliates for breakfast"

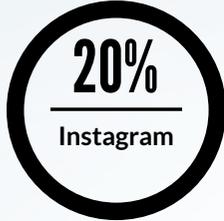
"more TGIF mixers at different restaurants"

"A mountain real estate community event; unite all of the mountain markets so we can talk shop"

"Maybe an event with the local horse rescue or animal shelter?"

The VALUE of VBR BENEFITS





SOCIAL MEDIA

Usage from VBR Members

91%

of members are reading the VBR newsletter and are happy with the content.

Yay! :)



- "More personal stories."
- "How does our market shape up to other resort markets?"
- "Stats for Eagle County"
- "Current Trending Real Estate news"



Our members' interests and hobbies

ARTS AND CRAFTS - 15%



OTHER - 28%

- Golf
- Water activities
- Fitness
- Horseback riding
- Ice Climbing
- Scuba Diving
- Motorsports

Have you volunteered with the VBR?



"Don't have time in my schedule"

"other events than Habitat"

"More general interest activities, highway clean up."

"More time in the day"

"I feel like most events happen during busy times of the year"

"I'm getting newly motivated, and will find time in the future!"

What keeps you up at night as far as your business?

- "Zillow"
- "Where is my next sale going to come from?"
- "Trying to do the best for my customers and clients"
- "How to make enough money to live"
- "Sourcing leads & the market itself"
- "Buyers being priced out"
- "Potential legal issues"
- "How to market better"
- "Dates and deadlines on a contract"
- "Not enough leads"
- "work load, legality, professionalism and follow up"
- "nothing under contract and inspection issues"