



National REALTOR® Association Benchmark Study

Until now, no research has been done to establish industry ratings for REALTOR® Associations. At this time, associations are unable to compare their performance to a National average that would help them determine if their performance is exceptional or subpar.

The purpose of the National REALTOR® Association Benchmark Study is to establish National performance ratings for Realtor® Associations that can be used by any REALTOR® Association in the United States to gauge how well it is currently performing against the National average for REALTOR® Associations. Performance ratings will be gathered by surveying members.

There is no cost for your association to participate in the National REALTOR® Association Benchmark Study! And if you do participate, your association will receive a copy of the published Benchmark Performance Report, complete with an individual association report of your current ratings.

If you are in the process of launching your own member survey, you can still participate in the National REALTOR® Association Benchmark Study. All you'll need to do is insert the benchmark-specific questions of your choice into your survey and report the results back to the Loyalty Research Center at the end of the assessment.

For associations who are not currently surveying their members, and would like to participate in the study, the Loyalty Research Center can construct a customized survey using the relevant benchmark questions that you have selected.

To be a part of the first National REALTOR® Association Benchmark Study, or for a copy of the study prospectus, please contact Matt Braun at the Loyalty Research Center by phone at (317) 466-5035 or by email at mbraun@loyaltyresearch.com. The Loyalty Research Center is currently recruiting associations through March 17, 2010, anticipating results to be delivered in April.