

# AARonline.com Web Survey

December 2015

## Methodology

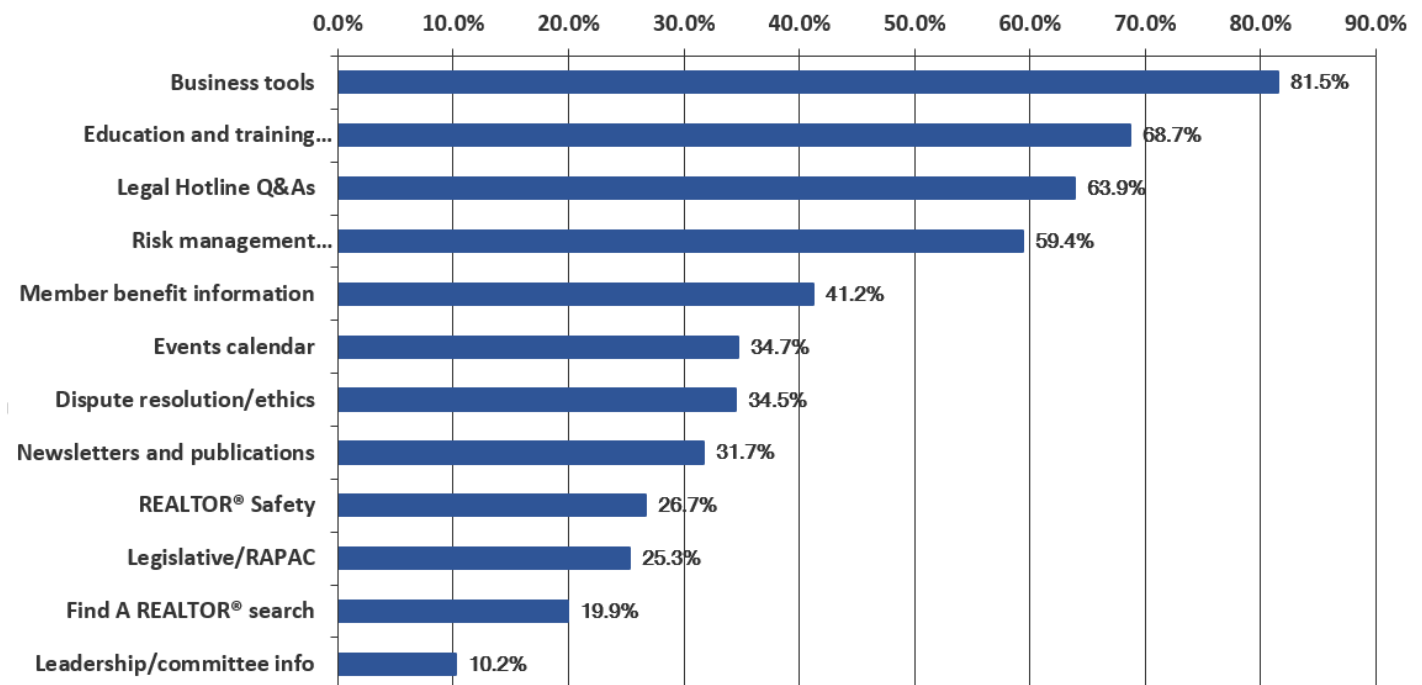
This survey was fielded from December 3-15, 2015. A random sample was selected from all active REALTORS® in Arizona (including DRs), resulting in a sample size of 5,440 members. There were 509 responses, providing an excellent Margin of Error of  $\pm 4\%$  at a 95% level of confidence. Decision makers may rely on this data in making major decisions.

## Key Findings

1. “Business Tools” is by far the most important feature to members, followed by “Education and training,” “Legal Hotline Q&As” and “Risk management.”
2. “Leadership/committee information” and “Find a REALTOR®” features are least important to respondents.
3. In comparison with other similar websites, AARonline.com rates well, with “Usefulness of information” and “Accuracy/timeliness of information” at the top. “Mobile-friendliness” is at the bottom of the list.
4. Respondents are more likely to access AARonline.com from their own laptop or workstation from home.
5. Nearly 20% of respondents visit AARonline.com several times a week or daily; only 4% never visit AARonline.com.
6. Overall, 95% of the respondents are “Very Satisfied” or “Somewhat Satisfied” with AARonline.com.

## Survey Questions

**Q1: Which feature (or features) of AARonline.com are most important to you? (please check all that apply)**



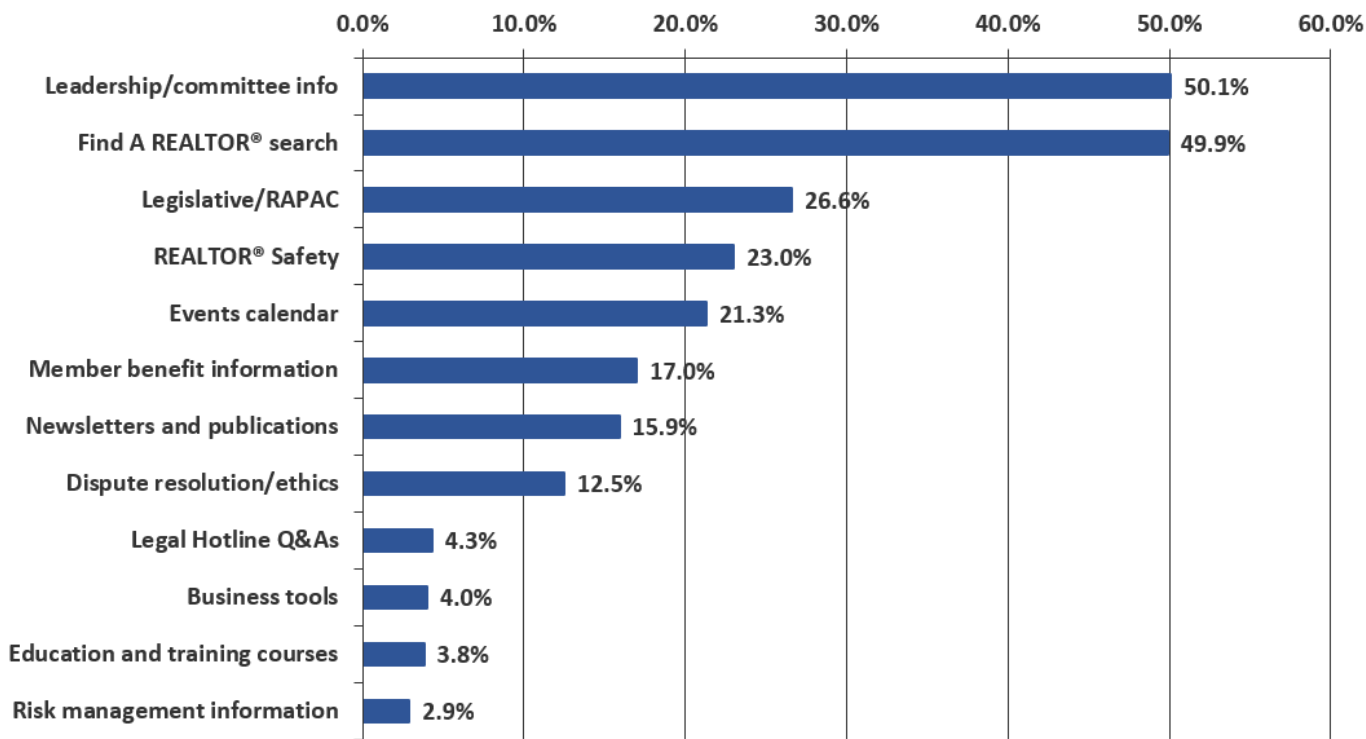
When reviewing these results, note that members were encouraged to select all of the features they consider important. Two *caveats* as you review these results: 1) Since respondents were not required to make a forced choice between their first, second, third, etc. most important features, be cautious in making comparisons of the relative importance of one feature to another; 2) These responses relate solely to importance as a web feature, not necessarily to respondents' business.

Accordingly, the best way to verbalize these results would be, “Among all the web features users found important, ‘Business tools’ appeared 81.5% of the time, ‘Education and training’ appeared 68.7% of the time...” and so on. This chart provides valuable insight into which web features users say they use. In some cases, this can be validated through other measures and in some cases not. To create the most objective results, the list of the features was varied randomly from survey to survey, so “Business tools” may have been at the top of the choices on one survey and in the middle or on the bottom on the next. For easy analysis, I ordered the final results in descending ranking of importance.

“Business tools” is by far the most important feature to web visitors; this can be validated by noting that eSign is the top search term on AARonline.com and has the highest pageview count on the site. eSign alone accounts for over 15% of the total site pageviews and has an average Time on Page of nearly five minutes. Business Tools also accounts for the second highest most frequently accessed page with zipForm® at 3.5% of total pageviews. In comparison, the highest non-Business Tools pageviews is Manage Risk/Sample Forms at 1.5% of all page views.

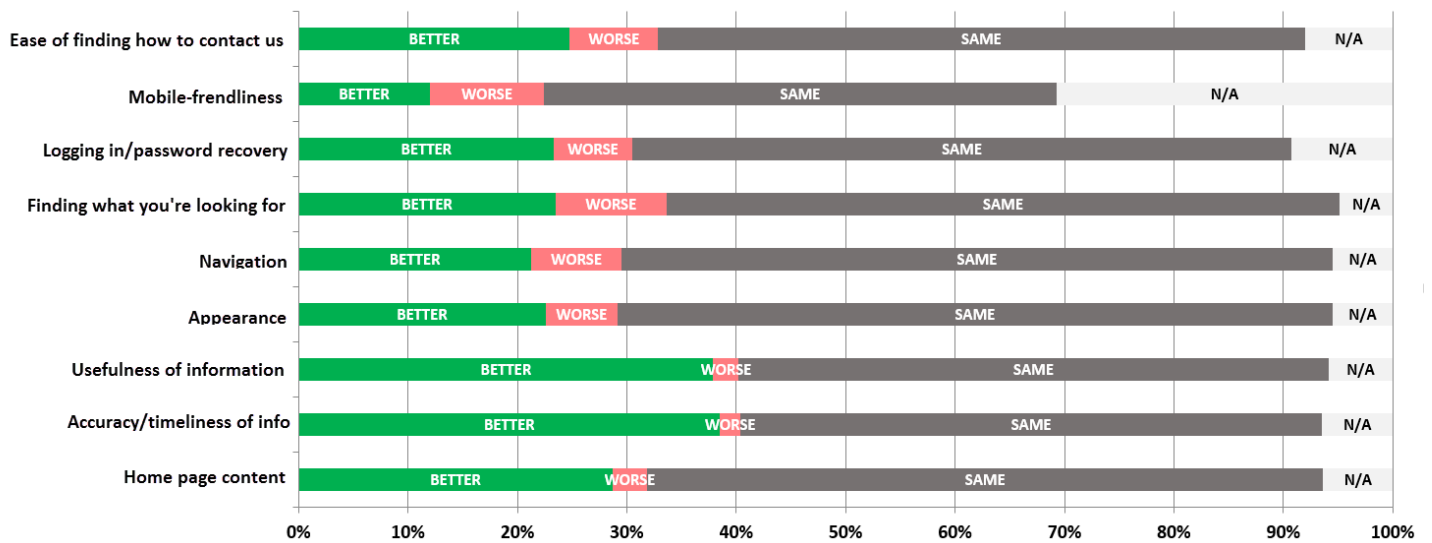
The other three features in the study which received over 50% in mentions are “Education and training,” “Legal Hotline Q&As” and “Risk management.”

**Q2: Which feature (or features) of AARonline.com are least important to you? (please check all that apply)**



Question 2 provides a useful cross check on results for the previous question. As expected, least-important features fall in roughly the reverse order as the most-favorite in Question 1. As noted in Key Findings, “Leadership/committee information” and “Find a REALTOR®” features are least important to members at large. This is no surprise as leadership and committee pages appeal primarily to serving volunteers, who make up less than 1% of the membership. Similarly, AARonline.com’s “Find a REALTOR®” page is accessed less than once a day on average.

**Q3: Please tell us how AARonline.com compares to other real estate sites for each characteristic below.**



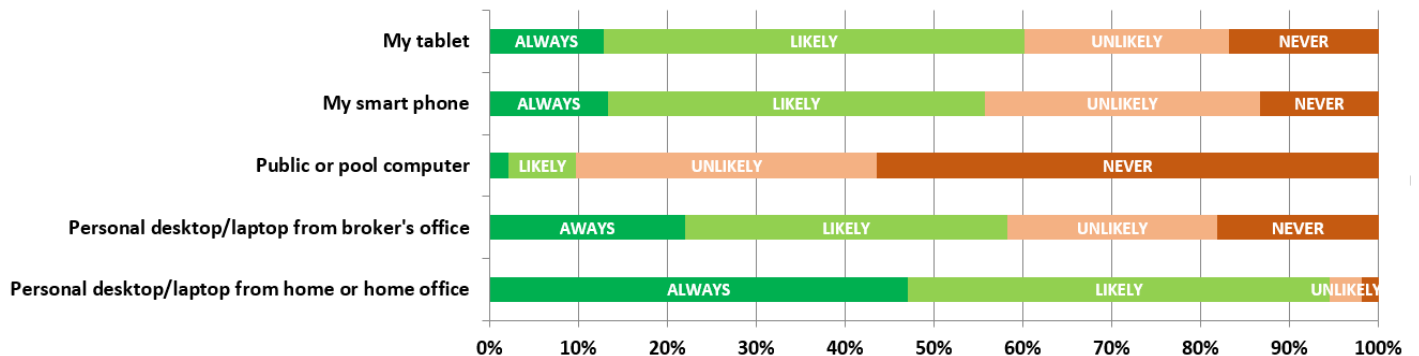
This chart provides an easy-to-interpret approach to seeing how users compare AARonline.com with other real estate sites. Please focus your attention on the relative length of the green (“Better”) and red (“Worse”) segments, as the extremes are best for informing us where we’re doing well and where improvement is needed.

In comparing the extremes, AARonline.com not only shows higher “Better” ratings than “Worse” ratings on every characteristic, but “Better” is markedly higher for “Usefulness of information,” “Accuracy/timeliness of information” and “Home page content.” Success in these areas indicates a high degree of member confidence in the integrity and value for information on our site.

You may also notice strong scores for “Appearance,” “Navigation” and “Finding what you’re looking for.” This suggests that the many improvements in search and navigation made in 2015 have paid off. Positive scores on characteristics such as “Logging in/password recovery” and “Finding how to contact us” indicate that users find the site fairly friendly.

On the other hand, “Mobile-friendliness” is at the bottom of the list. Nearly as many people rate as less mobile-friendly than other sites as rank it more friendly. Mobile-friendliness is one of the more obvious areas to look for improvement.

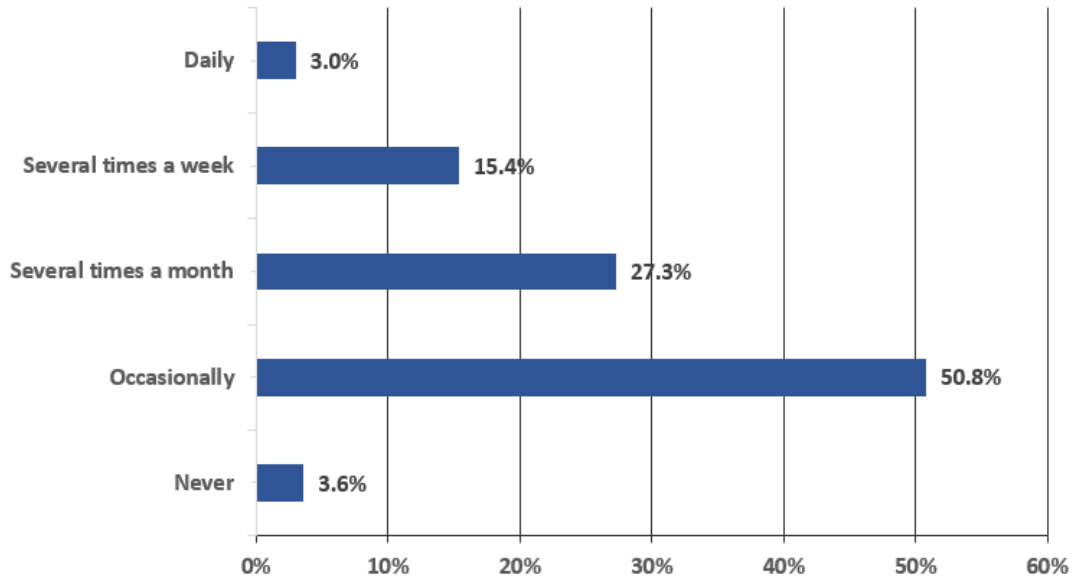
**Q4: How likely are you to visit AARonline.com from these devices:**



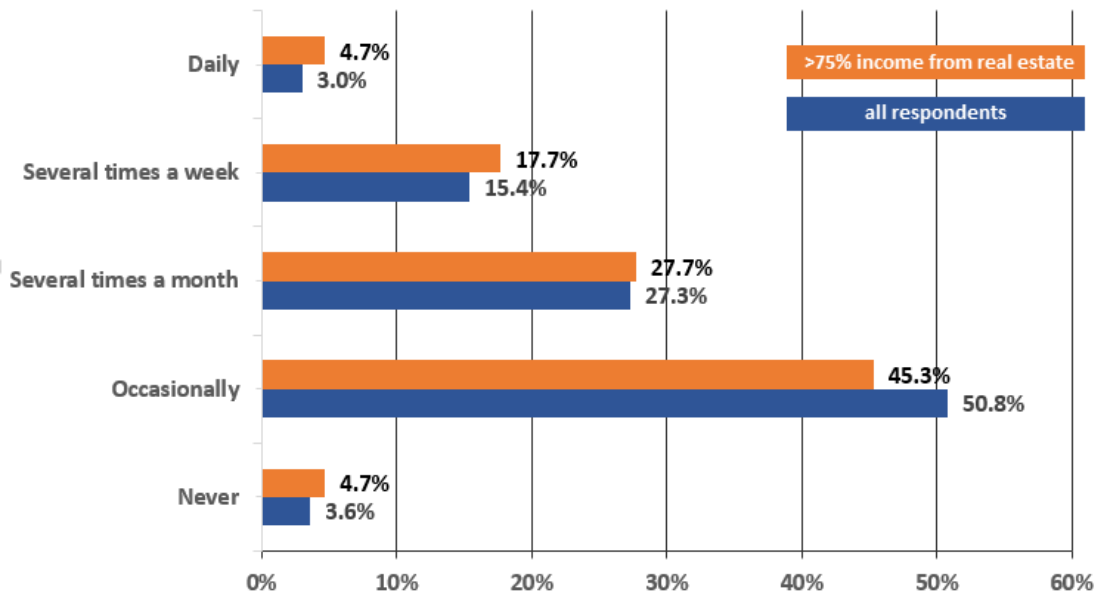
Well over 50% of the respondents always visit AARonline.com from their personal laptops or workstations, whether at home or from their broker’s office. Only 2% access AARonline.com from a public computer or computer pool.

Although typical tablet user interfaces are similar to those of laptops and workstations, the smaller displays of smart phones pose significant challenges to web interfaces. Over 50% of the respondents indicate they are either “Always” or “Very Likely” to use their smart phone to access AARonline.com. In light of this, improving AARonline.com’s mobile-friendliness becomes a high priority.

**Q5: How often do you visit AARonline.com?**



As noted in the Key Findings, nearly 20% of respondents visit AARonline.com several times a week or daily; only 4% never visit AARonline.com. Interestingly, over half of the respondents indicate fairly infrequent use of AARonline.com. Since earlier questions seem to suggest that respondents were familiar with AARonline.com, I was concerned that over half did not come to AARonline.com on a regular basis. To determine if there was a “part-time vs. full-time” bias, I eliminated respondents reporting less than 75% of their annual income derived from real estate and compared results:



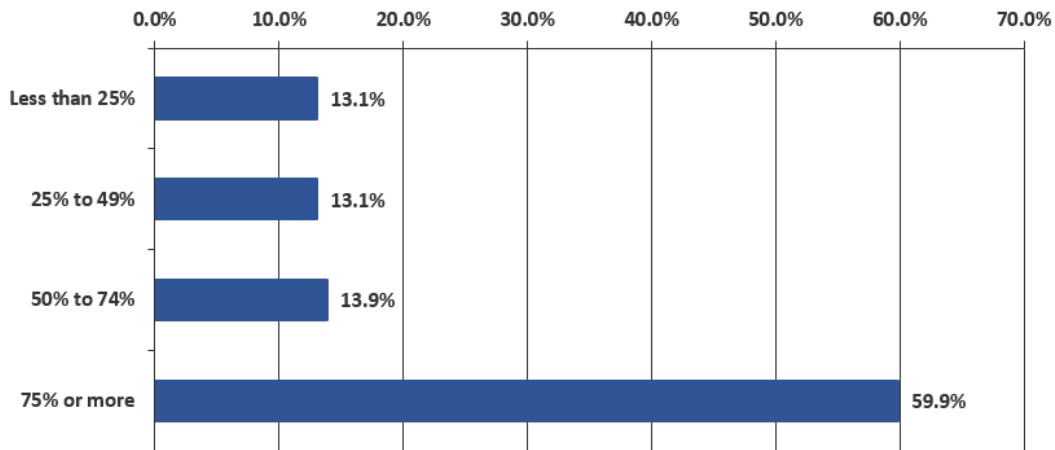
If there is any significant difference between the two groups, it is minimal. The most likely explanation may be the simplest one: members access AARonline.com according to their specific needs and sometimes those needs are minimal. As we'll see in Question 8, respondents are very satisfied overall, which indicates that AARonline.com is a valued member benefit, regardless of the amount it is used. While it is important that we make members aware of it and its various features, heavier promotion may not bring additional users.

**Q6: Tell us your role in real estate.**

Role	Percent
Agent	63.1%
Broker associate	18.8%
Managing broker/owner	16.9%
Licensed assistant	1.0%
Appraiser	0.2%

These results are as expected and reflect historical ratios in previous surveys.

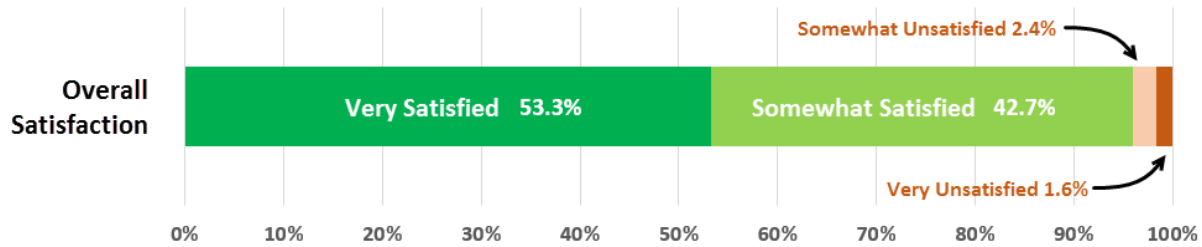
**Q7: Approximately what percentage of your annual income is from the real estate business?**



This is a new question I have begun asking in member surveys. In terms of engagement, I conclude that any member who takes the time to complete an association's survey is engaged with our industry, regardless of the time they spend in direct practice. My intent with this question is to determine the percentage of members for whom real estate is a full-time career and those for whom real estate is one of several careers they may be engaged in at the moment.

As the U.S. economy has changed over the last decade or two, using "part-time" as an indication of a member's competence or commitment to the industry no longer works. For me, these results indicate that nearly 60% of the respondents either sell, teach or consult in real estate as a full time career, while slightly less than 15% most likely have another career. Another 25% or so may have several different careers or practice real estate in semi-retirement.

## Q8: Overall, how satisfied are you with AARonline.com?



This is the capstone satisfaction question. Overall, 95% of the respondents are “Very Satisfied” or “Somewhat Satisfied” with AARonline.com. While welcome, this measure does not mean “if it ain’t broke, don’t fix it.” The comparisons to other real estate sites in Question 3 suggest where improvements may be made. As we undertake any changes, we must recognize that having over 50% of the respondents being “Very Satisfied” means that we must take great care in making targeted changes.

## Final Comments

Nearly 20 years ago, I introduced AAR management and leadership to the association’s first web presence. No one could have imagined the technology or design comprising today’s site. Since late 2014, I have again directly assumed the role of “AAR Webmaster.” In that role, I hear extremely valuable website suggestions and criticism from both members and staff. I value this input.

The current design of AARonline.com is nearly four years old and represents a major (and popular) shift from earlier versions. As 2016 approaches, it is time to review what has been successful and what needs updating. In designing this survey, I worked closely with Dustin Moore, president of Invexi/Ivio, our web development firm.

As my own harshest critic, I frankly expected more negative comments. While it’s nice to receive positive ratings and complements, our team is focused on maximizing this website as a member benefit. Please direct any comments or questions about this survey or AARonline.com to me at (602) 248-7787 or [ronlamee@aaronline.com](mailto:ronlamee@aaronline.com).

Ron LaMee  
Arizona Realtors Senior Vice President, Research and Communications

# APPENDIX

## Verbatim (Write-in) Comments

These comments are presented without reformatting or grammar correction. In some cases, it's apparent that the respondent was talking about another site (like ADRE or ARMLS).

### Q1: Which feature (or features of AARonline.com are most important to you? (please check all that apply)

I want IMAP Tax return to the website

I don't use the site

Arizona real estate book was on line in order to search

ESign

The only time I go on the website is to input my courses for renewal. If I remembered to go online- I would like the articles and publications - I have missed not receiving those.

Networking Opportunities for local AOR's

esign

Q and A section would be great.

I like them all I guess these would be the most

I do not use AARonline

I am an instructor of RE continuing education. I would like a more specific search. For instance if I want to find an article regarding Agency Disclosure every article that has the word Agency or Disclosure comes up from the search. Too time consuming to find what I want.

I like articles that pertain to experiences of other Realtors and how they overcame the situation.

auto email option for reverse prospecting

don't use very often

Specifically courses that teach more than laws. Ones that give real world examples.

We have major issues such as OUT OF CONTROL HOA'S and we need to unify against them because they are not controlled by any laws. They do what they want

Contact AAR depts. and dept. Staff.

None

Heavy emphasis on everything and anything that creates the most profit for a broker: ER Exclusive Listings, Options, Documents that Create Exclusive Listings...this category is almost non-existent at AAR SAAR...

in zip-form would like to search MLS connect by APN numbers for current property information

Market updates

I have not used all of the above however they all seem to be important.

GRI Info and scholarship.

all classes that I have taken from all teachers that have ce credit.

My favs are legal hotline and biz tools

### Q2: Which feature (or features of AARonline.com are least important to you? (please check all that apply)

I like them all however some never seem to benefit me.

Im sure the Disputeand resolution would be in a time of need

I really don't think there is anything you should take off.

I consider all this important

## Q2 results continued

I don't use the site  
Menus for committee meetings, lol  
everything listed above  
All are important  
I like them all but I guess these would be the least  
I do not use AARonline  
none  
They are all pretty important  
All are somewhat important. I would not want any to be deleted.  
None  
None  
none i think they are all important  
They are all important topics to Realtors though  
monsoon report is very difficult to work with  
NA  
all are important  
actually think all of these are important  
I never think of going to this link. Maybe the public likes it.

## Q3: Please tell us how AARonline.com compares to other real estate sites for each characteristic below.

The pages have so much content that sometimes it is really hard to "see" what is there. The search engine does not seem to be all that robust. The site is not always intuitive in terms of finding what I want. Lastly, it could be my mobile device but I have never really been able to navigate the site on my mobile (i-Phone 5). I would also suggest that the initial landing page be more simple with a button for the public and a button for the REALTORS. I really do not like trying to access something I see on the page which then just tells me I have to log in. That's got to be frustrating for consumers too and I am guessing they might think AAR is hiding something from them.

I can almost never get in. The home page is too busy. Im old but Id rather get logged in once on my two main devices and never login again. Or get RSS feeds so I dont have to login. I hate only getting to read parts of topics cause I have trouble recalling aar username and passwrđ that are different.

I've never used the mobile app

a highly organized legal help query system would be useful.

not sure what to compare to....

A searchable library of training videos would be helpful.

AARON LINE should set it self apart from everyone. FAILED TO DO SO because you put the wrong people in charge.

I have no need of your website - your information is not important to me

I couldn't live without aaronline! Thank you.

I appreciate what you are doing for us Realtors. Thanks. (Some of these items are pertinent to others but not necessarily to me, but so what. You are try to serve us best. )

I haven't used any other sites.

Clunky but delivers what I need.

Usually, the only thing that slows me down is when I am trying to do searches. It seems like I have to have exact wording to find anything.

not a big fan of any

I do not use the mobile version sorry.

Never looked at AAR. Never got a login



### Q3 results continued

the tax information is sometimes very difficult. As a matter of fact, the old system of 10 years ago was much easier and much more useful. Don't mind logging in, but sometimes it asks more than once during the same session. Constant infor for Leadership and Staff shouldn't be relegated to such a minor one line in a small font at the top!

rarely use the site

I don't login there very often at all.

the education section needs to have better information on where to find classes. Could have links to schools etc so it is easier to find items needed.

just signed up for newsletters so I haven't used it as much as I would like to this next year.

I like your website. I don't think you need to change it.

use this site infrequently

I rarely use it. Only to get on esign or zip forms the very first time, for example. Buyers Advisory I always Google and usually Aaronline comes up first.

I have been on Aaronline about twice in the past 5 years. I am not a good sample survey client.

Easy of finding out to contact us...?

Esign is excellent and also the support ladies in the office are awesome!!

I have not tried to log on to the aar website on my mobile device so I do not have an opinion on that

I have no experience with other sites

I rarely go to it so hate to just guess

I don't have anything to compare it to.

### Q4: How likely are you to visit AARonline.com from these devices:

Home and Broker office are the same.

I guess I haven't really tried with smart phone or tablet, because of fear that it is not that readable.

Ipad / be ipad friendly and i phone friendly it is the future/present

N/A

I am still thinking about which tablet to get

### Q5: How often do you visit AARonline.com?

Usually several times a month, but sometimes daily depending on what's going on in my work.

I like to go for a perspective on many topics but to me it doesn't seem that our database is very large as far as practical applications.

Whenever you send email blog. When I need esign. When broker recommends. Id visit more if there were faster connect.

Almost never

really only for esign

I am so thankful for the eSign and ZipForms links from your site!

Hardly ever..

When we need you, we need you pronto though. Thanks!

for esign

site is horrible. Information is horrible. In fact, probably worse in the country

The information I want is typically not on the site so I use other resources.

not often

only for SAAR

## Q5 results continued

I try to visit at least once a month.

See above Comments

I am not a good client for this survey.

Some months not so much... Others very frequently.

ESign mostly

sometimes I log in more then just several times a month, depending on what I am looking for

I am a fairly new agent and have not spent much time on this site, sorry I am not able to provide better feedback.

When need arises

I rarely visit because I forget it is available. Never found anything useful to remind me to use it more often.

## Q6: Tell us your role in real estate.

property managment

Broker

Franchisher

Operations Manager

OWNER

owner/agent

Real Estate continuing Ed instructor with AREB

Educator

Russell Shaw's office manager and closing processor

Also company owner

Company Owner

and Transaction Coordinator

Acquisition and Relocation Agent

I also help others in my office with Transaction Management

I'm the branch manager and in charge of our cont Ed classes so I do use AARs site frequently

Transaction Coordinator

## Q8: Overall, how satisfied are you with AARonline.com?

On the income, if that is my income alone than I marked it right. If it is my family income, than it would be 25 to 49. Not clear on the question.

see above

Get IMAP TAX back

Continue to keep us informed of changes from local, and national concerns to us

Don't know - I don't use the site.

We all get licensed, continue with our CE's but there is no data base to find perspective on topics accept maybe a recent question to legal counsel that might be out there. It seems that we should be able to do more research than what we are able to do. Maybe it is just me but I like to read about cases or decisions by legal and sometimes that is only available to brokers. Perhaps I am not using AAR the correct way. I do go search but any topic might have only one return.

Please feature an ESign Launch button on the home page upon Login.

Add more info/forms on Rentals

none

I am not a good person to survey since I have not utilized the site.

## Q8 results continued

See #8

Really unhappy when there are password issues accessing e-sign which seems to happen too often. It never used to happen!!!

Just FYI, I answered question 7 based on household income. It is 100% of my personal income.

Sending emails to agents with tidbits of info would be a great way for agents to visit the site more often.

Search for REALTOR -- which board they belong to -- I have to log in to ARMLS to find this information.

Thanks,

Now that we have the HOA Addendum, it would be beneficial to have Property Management have the responsible to fill out Seller information. Have you looked at some of these documents on the MLS, it is a JOKE!!!!

Anything to do with doing business as opposed to the politics of business-which is a close second.

Keep being considerate and helpful. A new agent is always needing help. I am not working in real estate as much now. That is why the 25%.

I have found it to be very functional. I also teach CE and access Risk Management and other articles on a regular basis. I also tell my students about resources available at the website.

Very important resource for our industry, thank you

No need to improve.

Appearance and navigation could use some work to be better, but it isn't bad.

I work for Berkshire Hathaway and have worked for brokerages that are strong on Realtor support. If I was with one of the many brokerages that offered little support to their agents I'm sure I would use your site more.

Don't go there much.

I often forget to look at this site for needed info.

The website overall is a bit busy but there is a lot to share. Anything to simplify the design will be a benefit. Also, there is no HELP link or page. The basic contact information is buried at the bottom of the page in small font. Not everyone knows to look there. A simple button that says help and then has a button or link that guides the person to the nature of their inquiry would be helpful. Even a "live chat" with a representative would be helpful. Overall, I really do like the site, these are just little things that could improve it in my opinion. Thank you for taking the time to create this survey and solicit feedback.

Hire new people, People that are under 100 years old and you need to get up to date. We are in AZ.

Hoping to find your new website more user friendly and with easier search options.

Thanks for updating :)

Needs to be more user friendly. When I do visit the site it takes me forever to find what I am looking for.

Some other associations seem to have a more highly structured system where we aren't

so far, good job

Easier Navigation.

Just be careful budget wise in this mess of our financial times. It looks really good today, but don't trust it (Remember the 1970's, 1995, 1999, 2006. Sometimes we forget.) Thanks for being there for us in the good and bad.

Zipform Addendums do not have signature lines complete. Need to drag and drop.

Real life experiences; articles that pertain to Agents and a situations they were in that could have made the contract fall apart and and how they resolved the situation.

Doing fine as is

Somehow simplify how searching works

would like the option to use a preformatted template to market Reverse Prospecting

stop with surveys already

Offer courses that teach more than laws. Ones that give real world examples. Real estate school does not prepare people to be agents that protect and educate the public. It prepares them to fail in the industry.

please keep the cost down.

Make it as agent friendly as possible.

I have no idea what AARonline.com is.

## Q8 results continued

Less words and more pretty "big buttons" to use as click bait on home page and others - especially from mobile devices.  
Thank you!

Increased search capabilities.

None needed in my opinion. :0)

When using esign, my clients have had problem understanding they need to press on the signature to get it to work so I try to always tell them that is the only trick.

Miss the AAR Publication in the mail.

Support on Saturdays and Sunday's.

Thank you for all you do!!

Prefer it was left alone. Analogy: you go to the grocery store everything has been rearranged and it wastes time trying to find where items have been moved

Would like to see more information in reference to type of loans, down payment assistance options (grants), and lender required repairs.

I almost always visit to seek out specific information (legal Q&A, sample forms, etc.). Sometimes I am frustrated with the search process. Otherwise, please keep up the good work!

larger selection of classes

None.

Would be nice to have Flex MLS more cell phone compatible.

Easy short tutorials available for navigation and to show usage and tips and

Tricks to retrieve information when needed

None at the current time. Thank you

web friendly....easy to search for info. Seems as though the info I look for is split into risk management and Q&A from the hotline sections. Make the topics searchable and then it doesn't matter which section the info is in.

simplify login

Make more mobile friendly

24 hour response time for programs & member benefits.

Thank You, Great Job

Need more information directed at property management issues

None;

None

Would like to content to open more easily.

The search engine needs work. It is not user friendly.

Make links very prominent. .at top somewhere. This is pretty much my only reason to go to this site.

None

I'd assume the system knows or recognizes the Agents device when we open our emails from the system. If this is correct, can we drop the log-in for "private" areas when the inquiry is from a "Known" computer or device?

The new home page is an improvement since there's less on it than before. The tabs make it easier to find what you want.

Very helpful and insightful website.

I think if you refreshed the website so it looks a little more modern would be nice, otherwise its fine.

It is useful & functional.

do a survey on how we like the armls web site!

I would like to find links to the legal hotline and sample forms on the homepage. I visit these pages the most.

Sending this survey is very positive and shows a sincere desire to help agents in their careers. I am no longer very active in real estate.

## Q8 results continued

Send us an email with a link so we can go there...if you don't already.

None

I would like to see more about goal planning and tools to assist with that. Designation options and planning for obtaining them. I would also like to receive email updates on new articles that would bring me in to visit the site more often.

The information is OK, but I don't have a reason to access the site often.

you are giving me a great service... thank you

<end of report>