

Arizona REALTORS® Member Survey

March 2022

American Strategies designed and administered this online survey. The survey reached 1,930 Arizona REALTOR® members (1,500 weighted). The survey was conducted March 14 – March 29, 2022. The data were weighted to ensure an accurate reflection of the membership. The overall margin of error is +/- 2.5 percentage points. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.



Executive Summary

Members are happy with the job Arizona REALTORS® are doing.

- Ninety-two percent say the Arizona REALTORS® are doing an excellent (47 percent) or good job (45 percent).
- Seventy-six percent agree that Arizona REALTORS® offer products and services that help the member and their business succeed.
- Members cite the information the Association provides and the business tools and technology the Association offers as specific things that the Association does well.

Fair Housing is a top priority for members, and while they appear to be well informed on the subject, there may be grey areas.

- Almost nine-in-ten members say that Fair Housing should be a very high priority (55 percent) or high priority (33 percent) for the Arizona REALTORS®.
- Most are familiar with NAR's Fair Housing Action Plan, but only 44 percent are *very familiar* with it while 40 percent are only *somewhat familiar*.
- Three-quarters of Arizona REALTORS® agree that they know how and where to report a violation of the Fair Housing Act. However, only 24 percent *strongly agree* while 52 percent simply *agree*. The remaining 23 percent neither agree nor disagree (12 percent) or disagree (11 percent).
- These trends are repeated when members are asked if they feel prepared to answer Fair Housing questions from their clients: almost everyone agrees but only 32 percent *strongly agree* and 56 percent *agree*.

Executive Summary

General agreement that diversity training offers tangible benefits and broad interest in a free DEI program (if offered).

- Sixty-eight percent agree that diversity training offers tangible benefits that can help bring positive change.
- Both White members and Members of Color agree that diversity can help bring change (68 percent and 74 percent respectively agree).
- Seventy-four percent are either very (35 percent) or somewhat (39 percent) likely to attend a free DEI program if it were offered.
- Overwhelming majorities of both White members and Members of Color agree that they would attend a free DEI program (74 percent and 80 percent respectively). However, 44 percent of Members of Color are *very likely* to attend, compared to 33 percent of White members.

Diversity and inclusivity should be a priority.

- Two-thirds agree that encouraging a diverse and inclusive membership should be a priority of the Arizona REALTORS®, although many (23 percent) neither agree nor disagree with the statement. Nine percent disagree.
- Support for prioritizing diversity is strong across the board, with 82 percent of Blacks, 70 percent of Whites and 69 percent of Hispanics agreeing.

Executive Summary

REALTORS® from all backgrounds have equal opportunities to succeed.

- Nearly eight-in-ten (79 percent) agree that REALTORS® from all backgrounds have equal opportunities to succeed in their real estate practice.
- While majorities of Blacks, Hispanics, and members of the LGBTQ community agree the members from all backgrounds have equal opportunities to succeed, some in these groups disagree: 29 percent of Blacks, 18 percent among LGBTQ members, and 16 percent of Hispanics (compared to only 6 percent of Whites).

Most do not feel disadvantaged by race, color, religion, or other attributes, but many in the LGBTQ community and communities of color have felt disadvantaged.

- While most members (64 percent) say they have not felt disadvantaged by their race, color, religion, national origin, sex, or sexual orientation, twenty percent neither agreed nor disagreed with the statement and 16 percent agreed that they HAD felt disadvantaged at times.
 - *Half of LGBTQ members have felt disadvantaged*
 - *36 percent of Blacks and 27 percent of Hispanics have felt disadvantaged*

Executive Summary

Members lack familiarity with the All In Success Summit; cost and content are the biggest factors in determining whether they will attend.

- Two-thirds (65 percent) are either not familiar at all (31 percent) or not too familiar (34 percent) with the Arizona REALTORS® All In Success Summit.
- Members with less than five years experience as a REALTOR® (44 percent not familiar at all) and members under the age of 50 (38 percent not familiar at all) are least informed about the Summit. In addition, Hispanic (42 percent not familiar at all) and Black REALTORS (45 percent not familiar at all) are less informed than White members (30 percent not familiar at all).
- Members are most likely to cite the cost of registration, transportation, and lodging (45 percent), the types of programs and workshops (43 percent), and the opportunities for continuing education (40 percent) as the most important factors in determining whether they will attend or not.
- Younger and less experienced members are especially likely to factor networking and social opportunities into their decision to attend.

Member Demographics

Gender



Women
56%



Men
42%

Race

White: 73%
Hispanic or Latino(a)(x): 14%
Black: 3%

Total People of Color: 24%

Region

Maricopa County: 61%
South Counties: 24%
North Counties: 13%

Orientation

LGBTQ
4%

Tenure

< 5 Years: 35%
5-9 Years: 16%
10-14 Years: 9%
15-19 Years: 13%
>20 Years: 27%

Age

18-29: 7%
30-39: 15%
40-49: 23%
50-64: 36%
65+: 19%

Disability

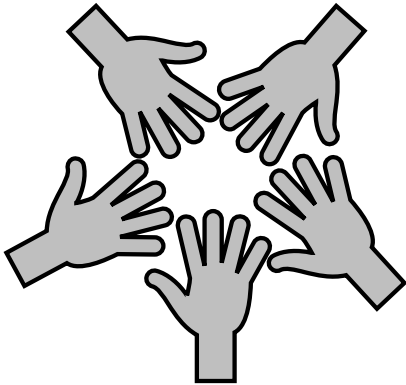
Yes
4%

Please note that while Blacks, members of the LGBTQ community and people with disabilities make up very small shares of the Arizona REALTORS®, we have enough interviews with each of these groups to report on their attitudes, although the margin of error associated with these results is much higher than for the sample as a whole.

Arizona REALTORS® Under Age 50 More Diverse than Older Members

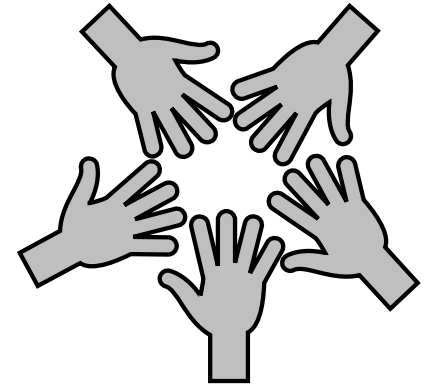
Age 18-49

Members of Color: 37%
White members: 63%



Age 50-64

Members of Color: 15%
White members: 79%



Age 65+

Members of Color: 11%
White members: 86%

Association Job Performance

Members Overwhelmingly Give Arizona REALTORS® a Positive Rating

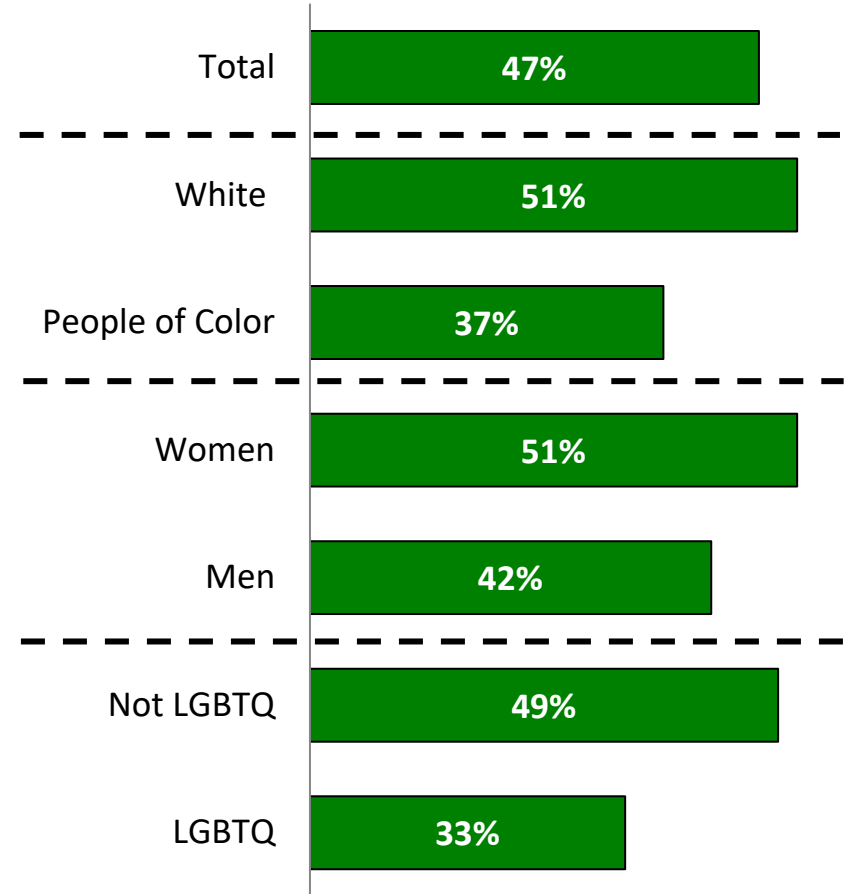
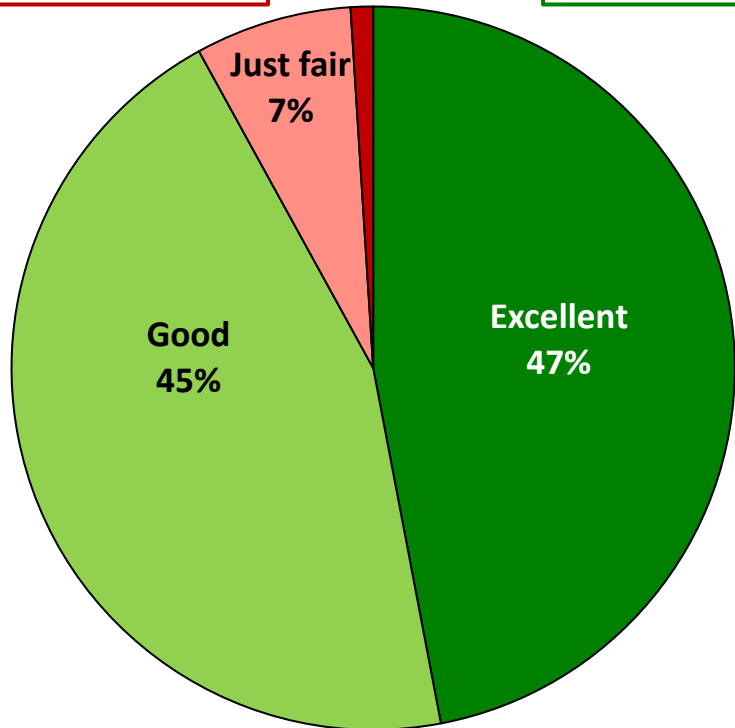
Almost half of members say the association is doing an excellent job

Job Rating of Arizona REALTORS®

Excellent by Demographics

Just Fair/Poor
8%

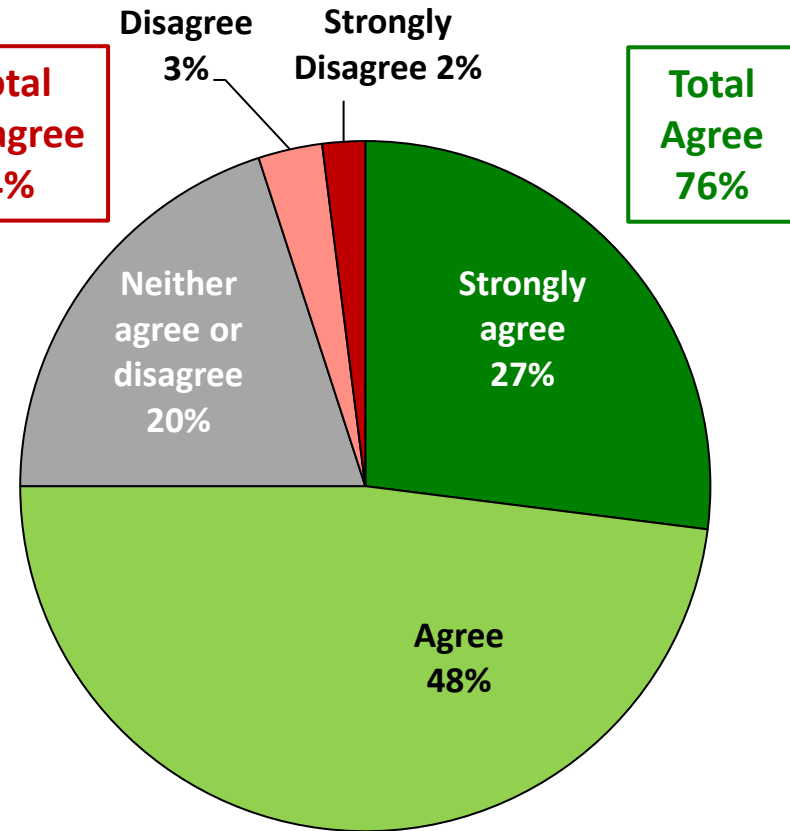
Excellent/Good
92%



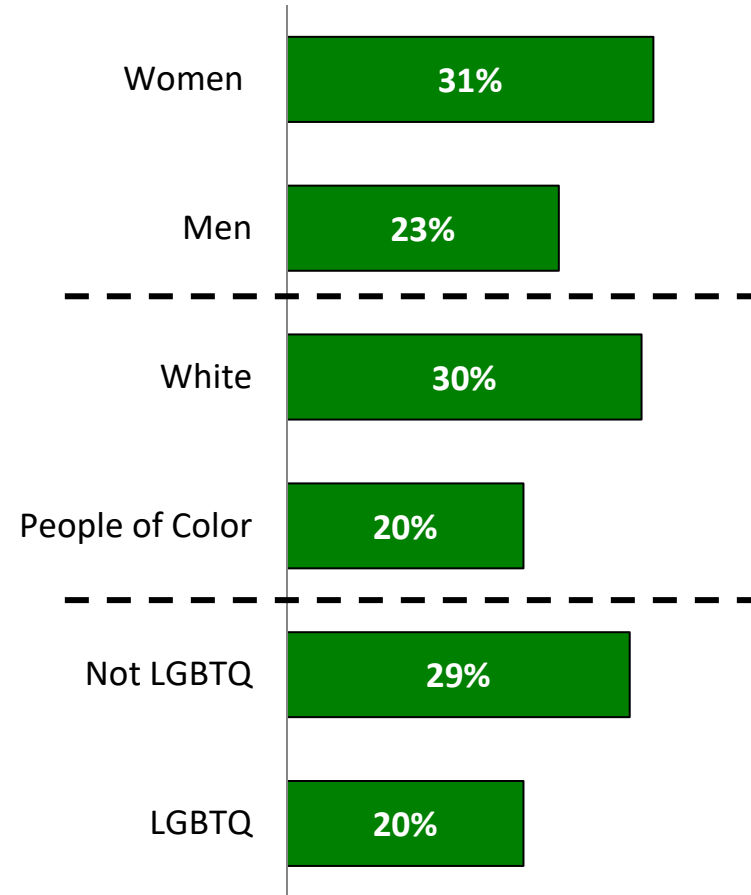
Three of Four Members believe that Association Products and Services Help them Succeed

Women, White people, and non-LGBTQ agreeance is more intense

Quality of Life



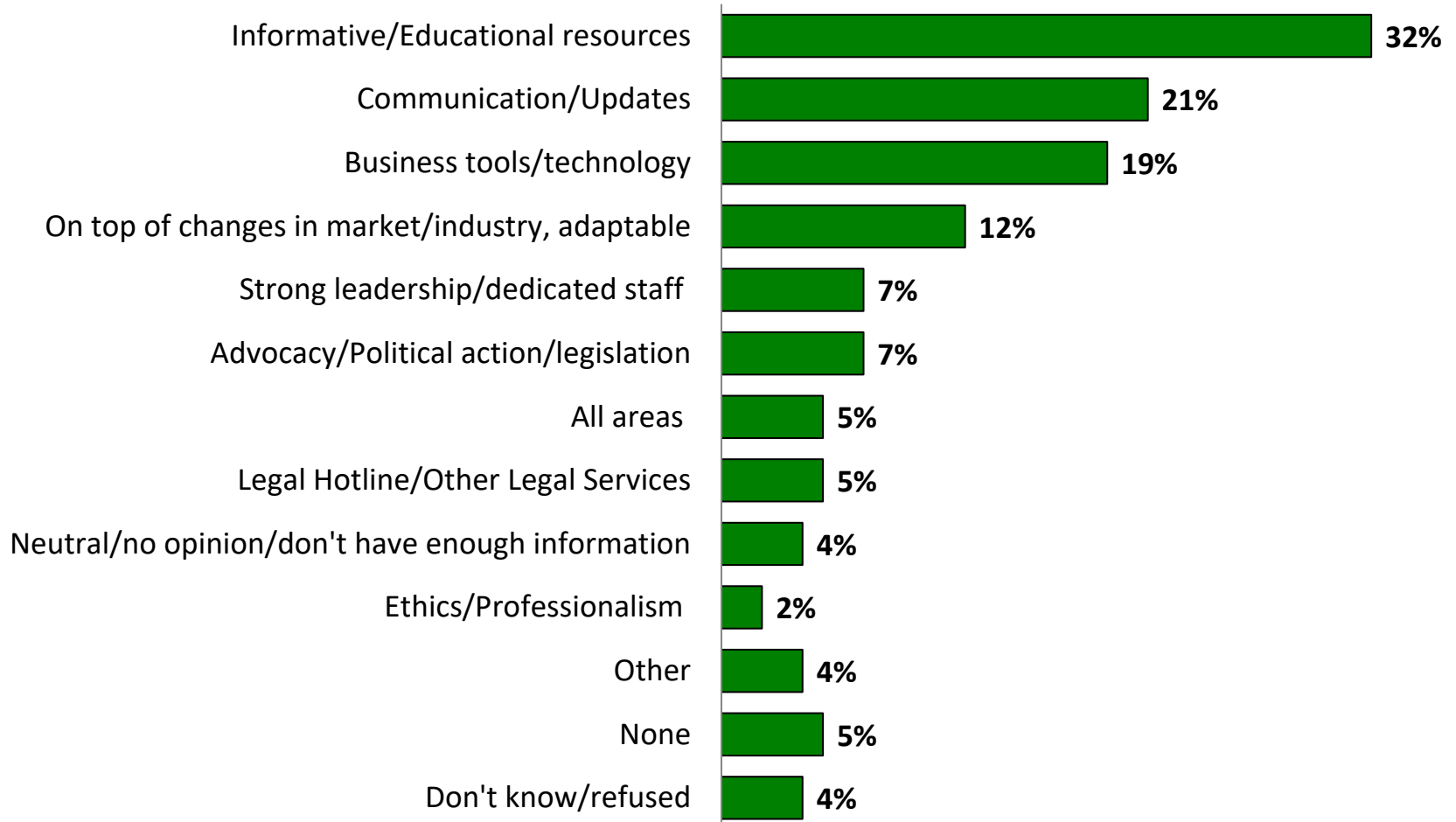
Strongly Agree by Demographics



Q.3 Please indicate whether you (ROTATE) agree or disagree with the following statement:
The Arizona REALTORS® offers products and services that help me and my business succeed.

Majority of Members Say Arizona REALTORS® Does Well With Informative/Educational Resources or Communication

Areas that Arizona REALTORS® Does Well In (n=728)



Statements from Members About Things the Arizona REALTORS® Do Well

“Keeping agents informed on the changes in rules and regulations affecting our business.”

“I like the advocacy, information provided, and the tools that are included in the membership.”

“Providing us with up-to-date changes in the laws and forms.”

“Provide relevant market information and are always available for questions.”

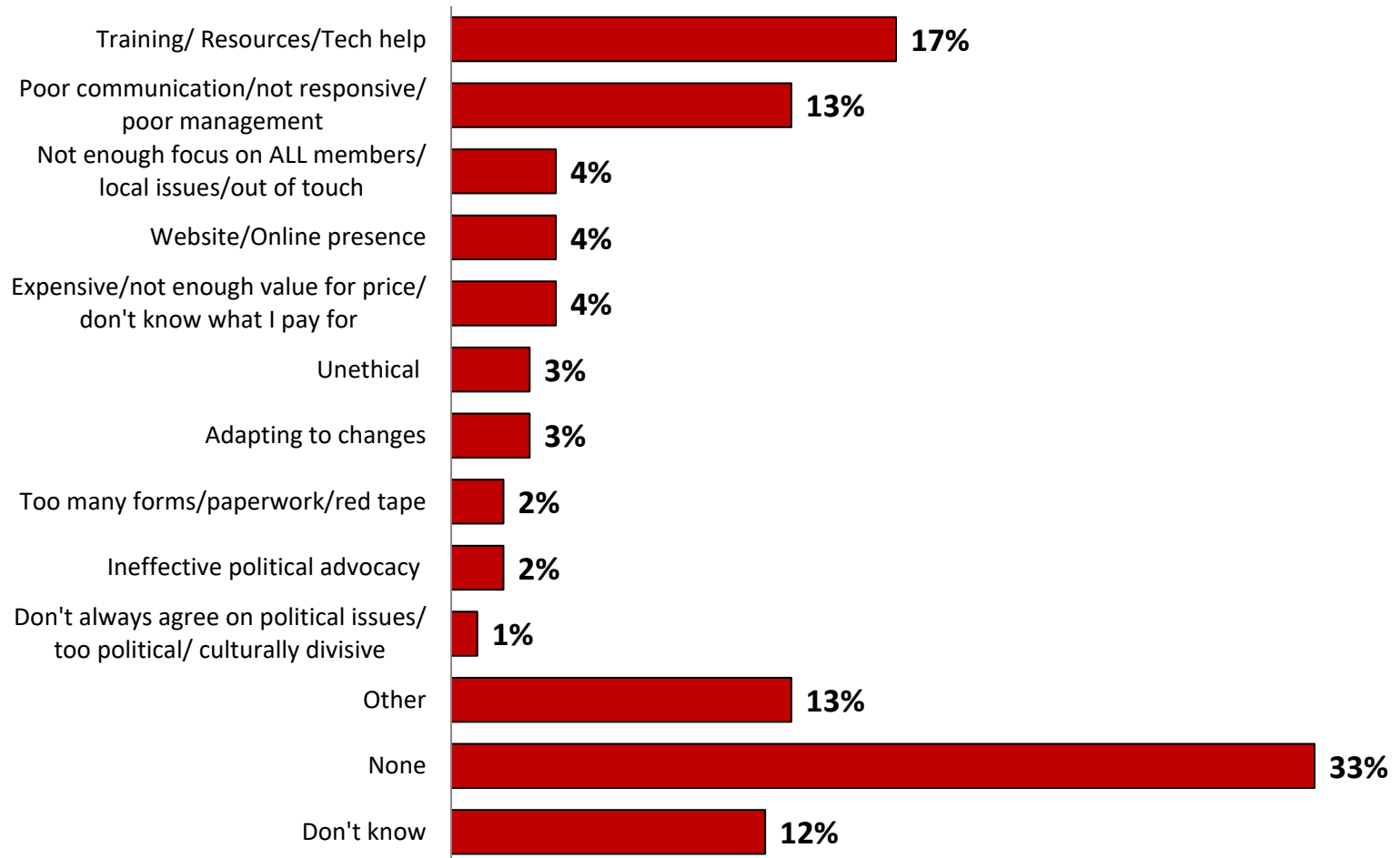
“Providing information, support, and technology.”

“They offer great articles with helpful tips and information. They also provide a nice space to meet with clients or to get work done.”

“Education and classes are great, very helpful. I appreciate the partner info as well. And the forms help tremendously!”

Training and Communication Brought Up Most Often as Areas Where Arizona REALTORS® Can Improve

Areas that Arizona REALTORS® Need Improvement (n=772)



Statements from Members About Where Arizona REALTORS® Can Improve

“More free continuing education classes.”

“Education, better protection for realtors, better management of brokerages that don't follow the rules.”

“Require new agents to go through a mentorship or apprentice program so that they have a clue what they are doing out of the gate.”

“Communications are too lengthy. Do targeted information to Agents. Keep it simple and short when and where possible..”

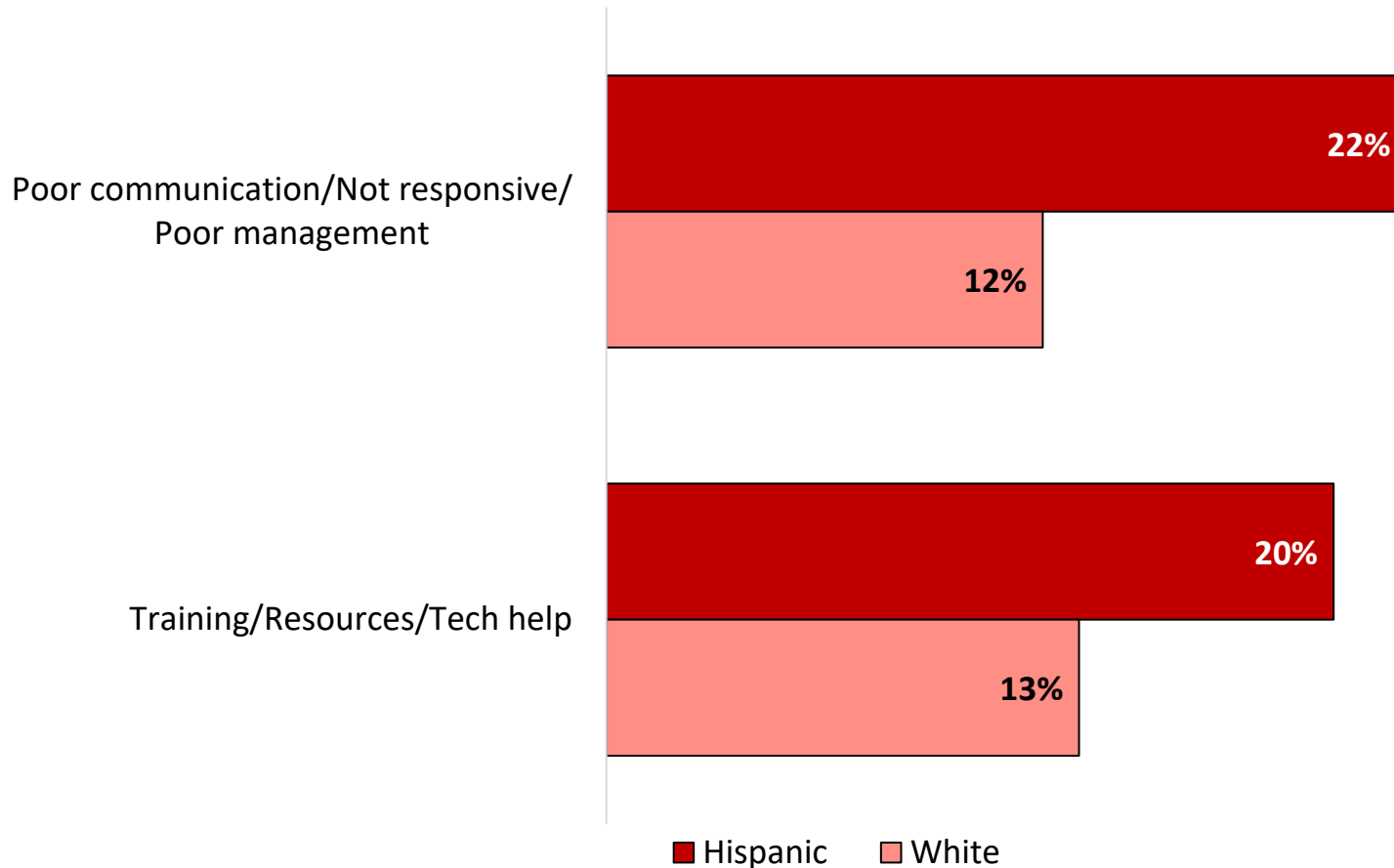
“Marketing and communication -- would like to see more consumer education campaign.”

“Regulation of our industry. I get that not all agents are REALTORS, but the lack of professionalism is horrible.”

“Maybe one or two face to face events a year so we can meet people and network like Before Covid?.”

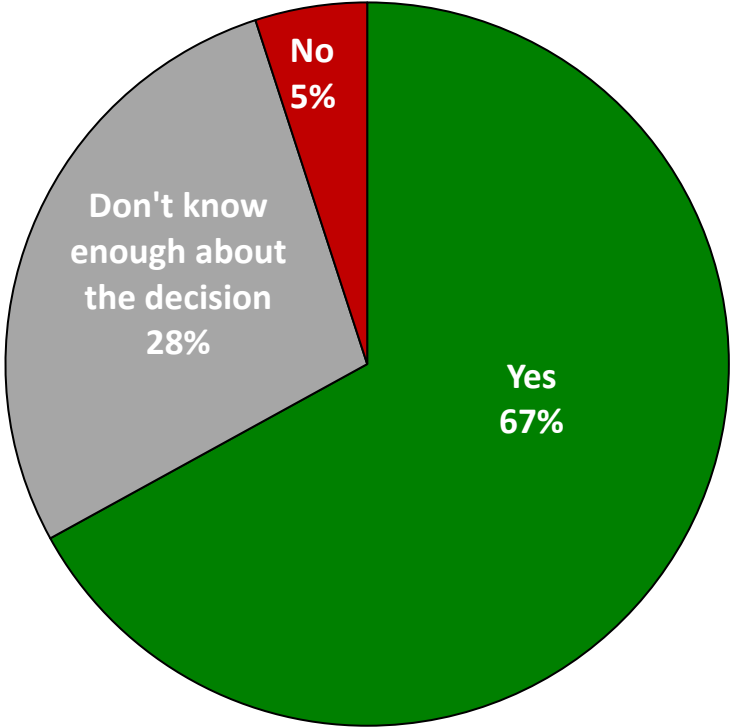
Hispanic Members More Likely to Suggest Communication & Training Improvement

Top Areas that AZ REALTORS® Need Improvement In
(N = 772)



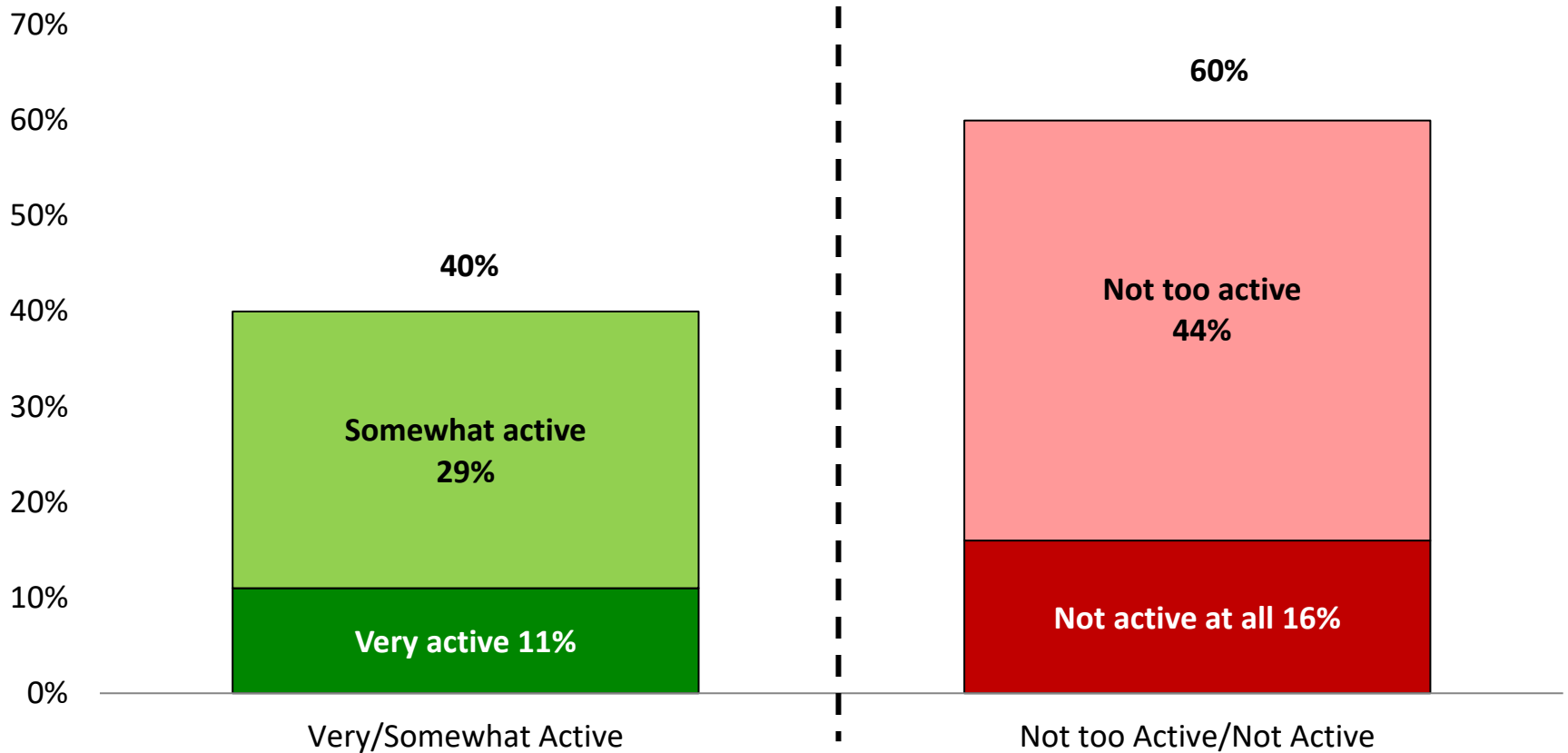
Over Two-Thirds of Members Support Decision to Lower Membership Dues for 2022

Support Lowering Member Dues for 2022



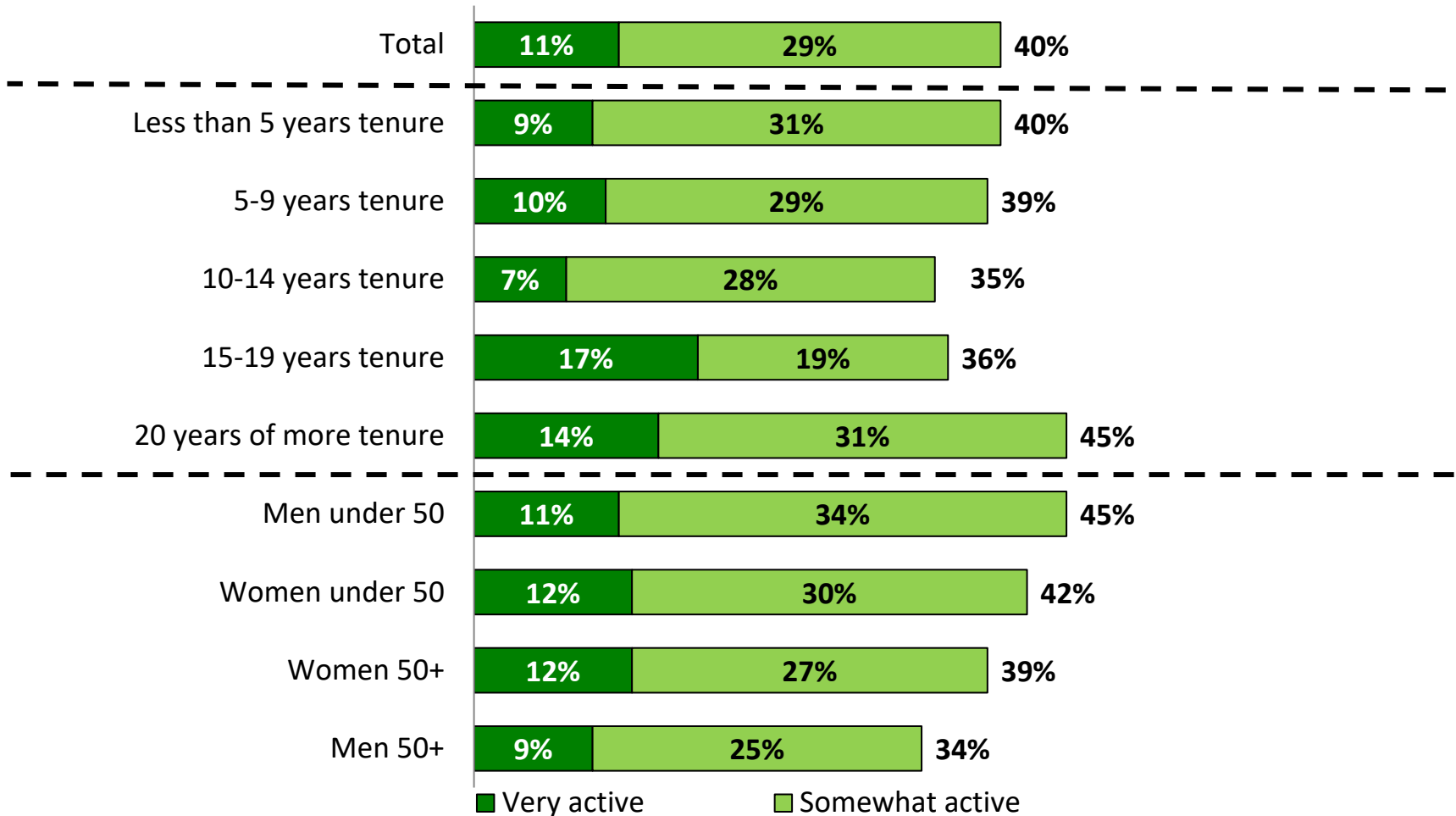
Majority of Members Say That They Are Not Too Active or Not Active at All in the Association

Involvement with the Arizona REALTORS®



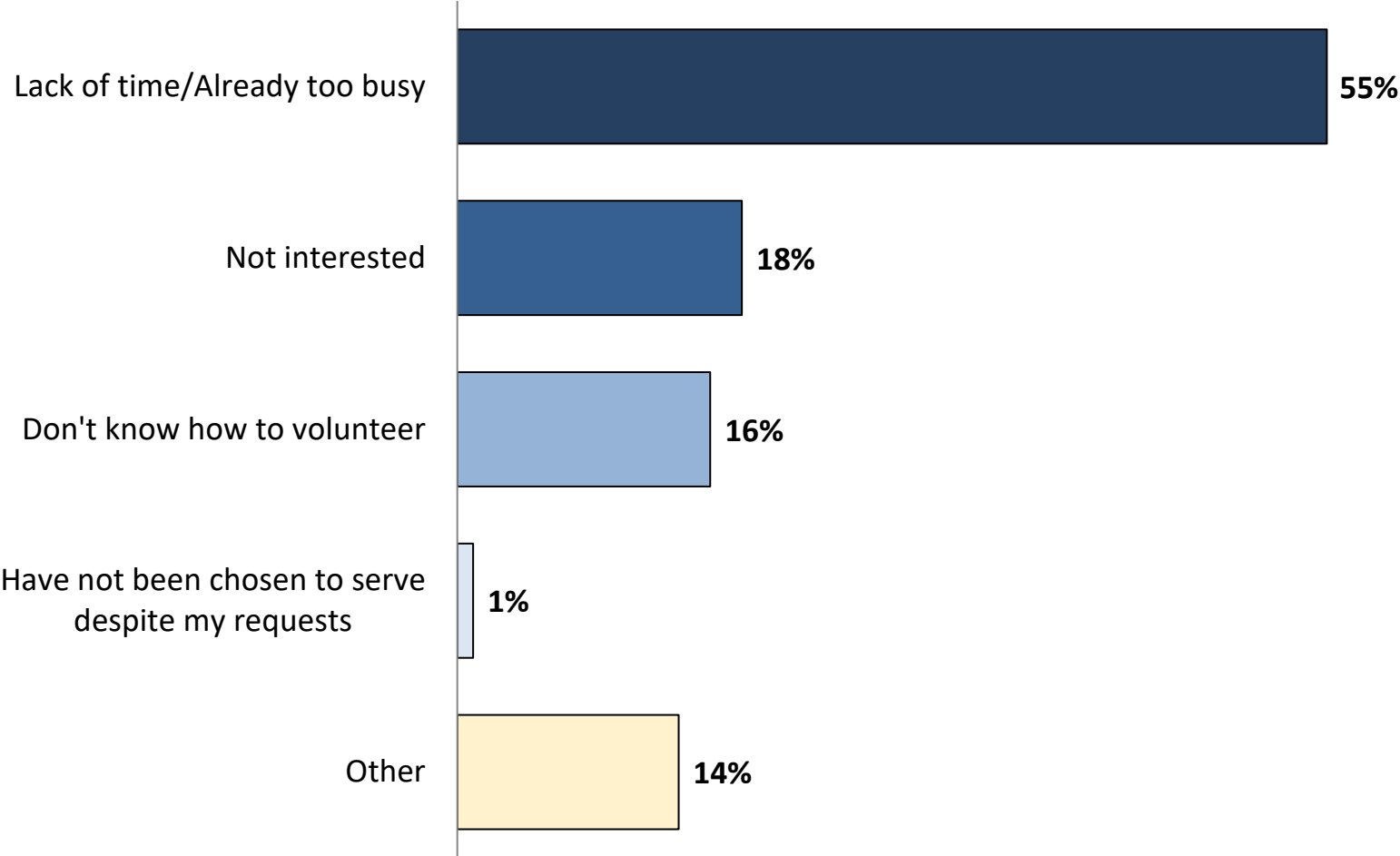
Longer Term Members More Likely to Say They Are More Involved; Older Men Least Active

Level of Involvement in Arizona REALTORS®
by Tenure and Age/Gender



Among Less Active, A Majority Say Their Lack of Involvement is Due to Lack of Time

Limits to Being Active in Arizona REALTORS®
(n=900)



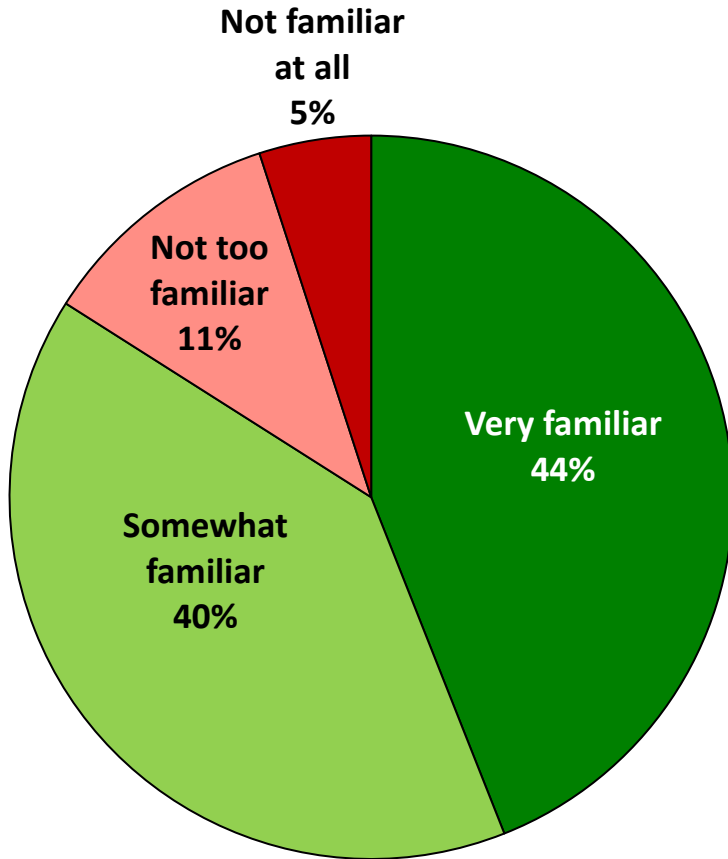
Q.8 (IF NOT TOO ACTIVE OR NOT ACTIVE AT ALL IN Q.7) What limits you from being more active with the Arizona REALTORS®?

Fair Housing

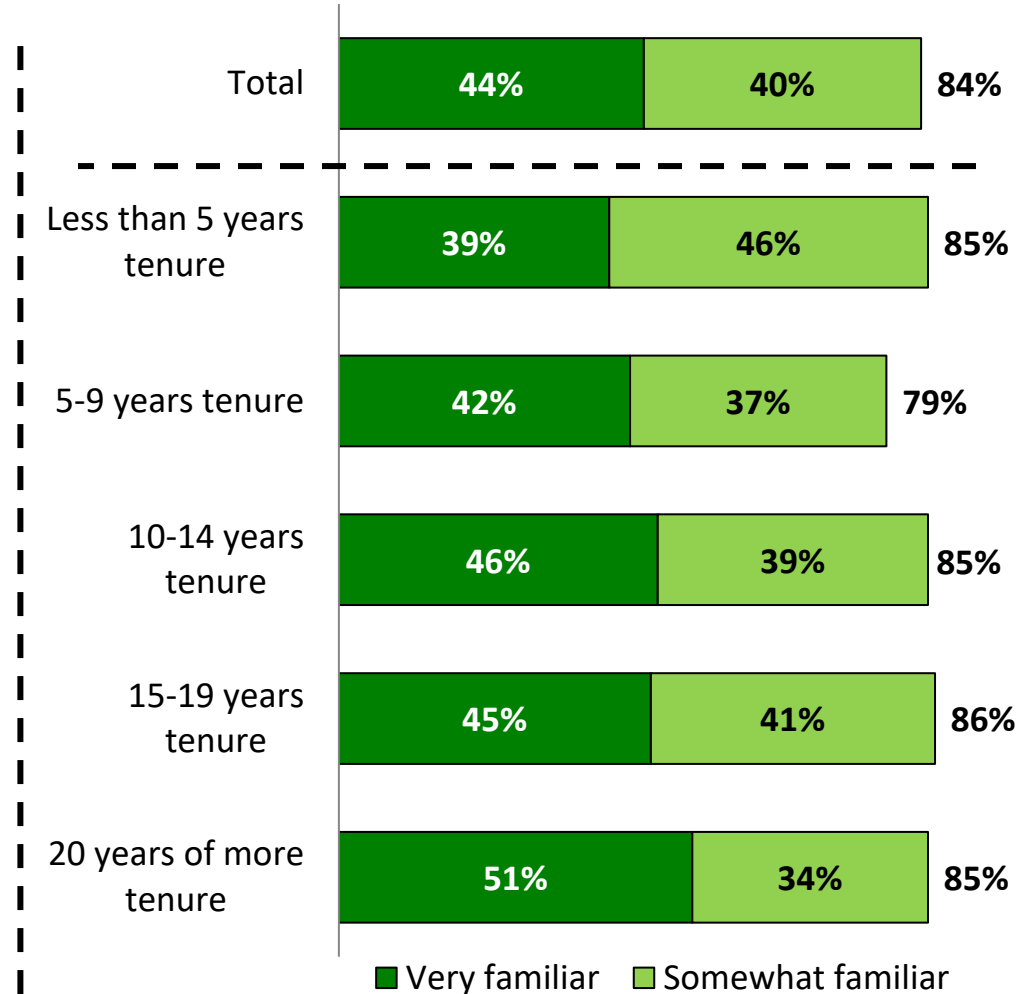
Most Are Familiar With the Fair Housing Action Plan

Longest tenured members are most likely to be very familiar

Familiarity with Fair Housing Action Plan



Familiarity by Tenure

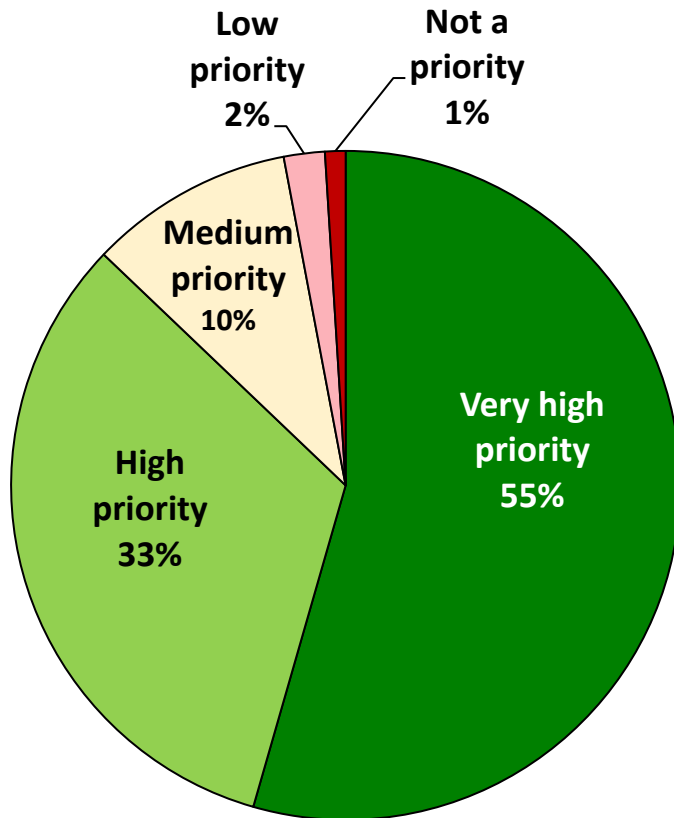


Q.10 How familiar are you with the National Association of REALTORS® Fair Housing Action Plan, which is designed to ensure that REALTORS® are protecting the rights of people of all backgrounds to purchase, own, and transfer real property?

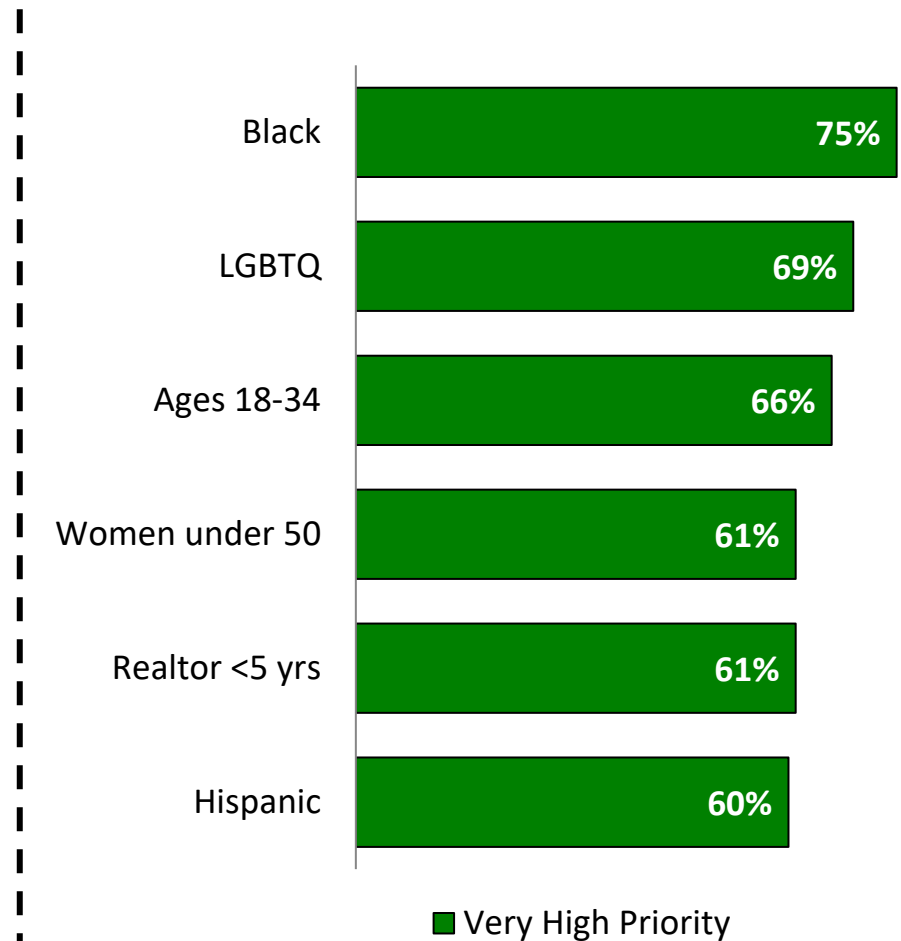
Fair Housing is a High Priority for Almost All Members

Black, LGBTQ and younger members rank especially high

Priority Level For Fair Housing



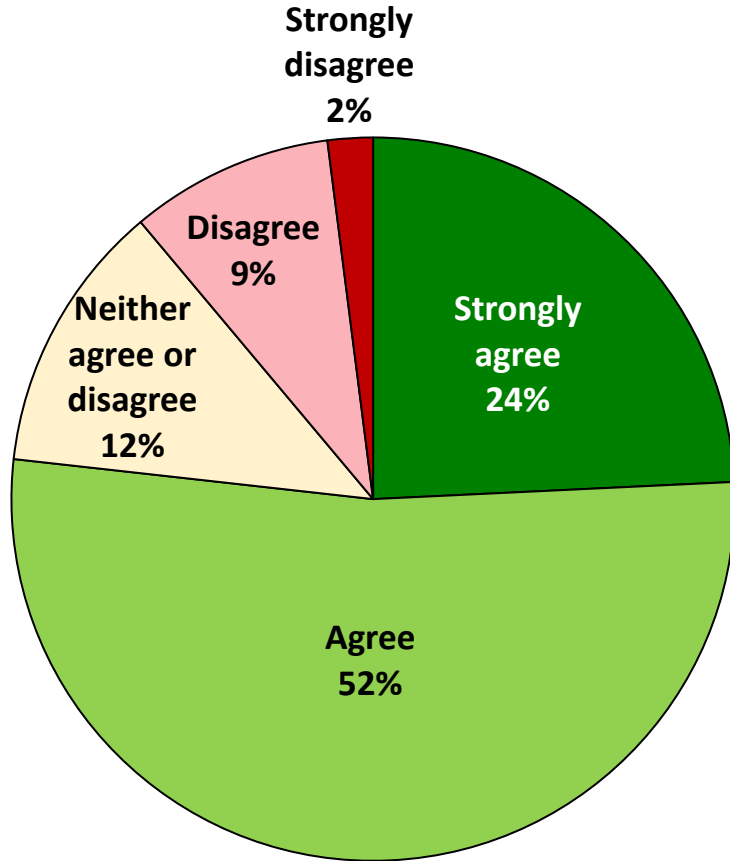
Top “Very High Priority” Groups



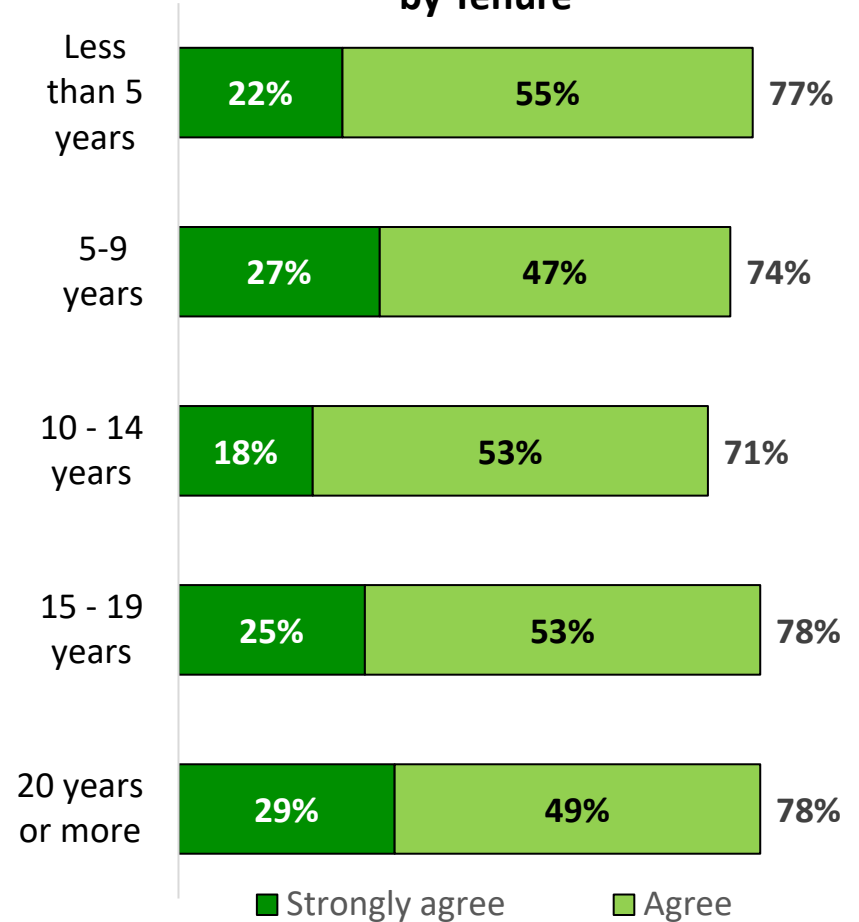
Most Members Feel They Know How to Report A Fair Housing Violation, Although Agreement Lacks Intensity

Minimal variation by tenure

Knowledge on How to Report a Violation



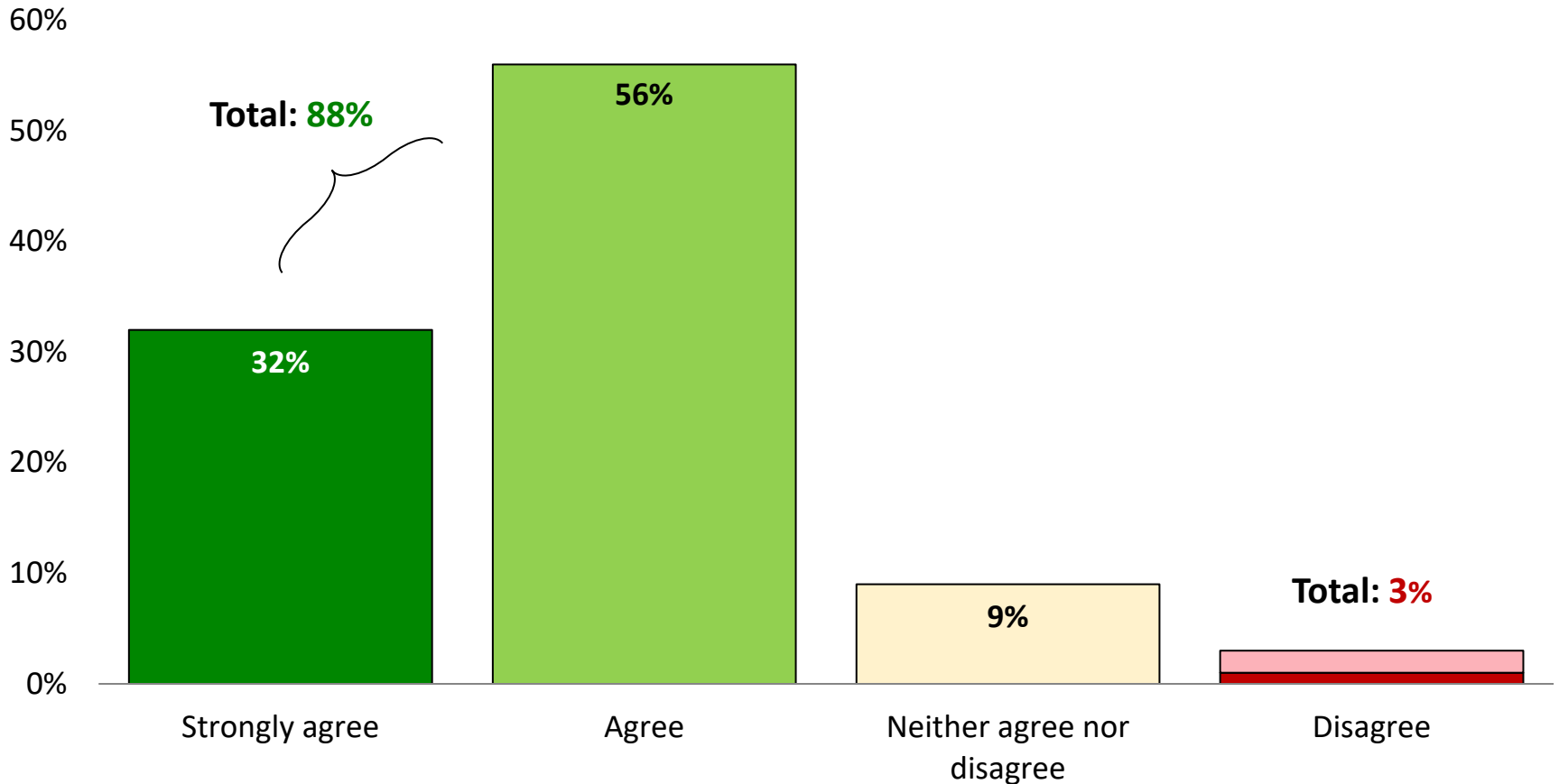
Knowledge on How to Report a Violation by Tenure



Q.12 Please indicate whether you (ROTATE) agree or disagree with the following statement:
If you or your clients were to experience a violation of the Fair Housing Act, you know how and where to report the violation.

Members Agree They Are Prepared to Answer Fair Housing Questions, But Agreement Lacks Intensity

Prepared to Answer Fair Housing Questions from Clients



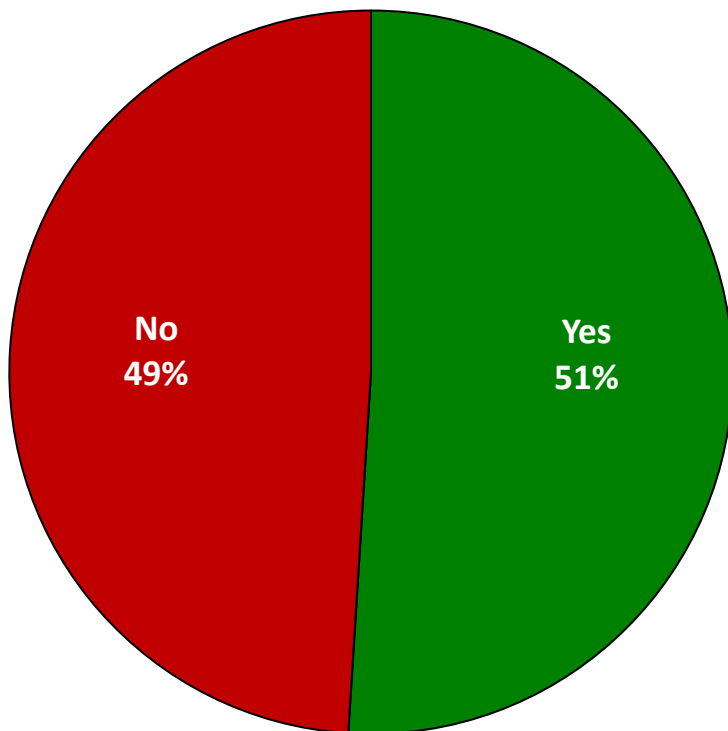
Q.13 Please indicate whether you agree or disagree with the following statement:
You feel prepared to answer Fair Housing questions posed by your clients.

DEI Issues

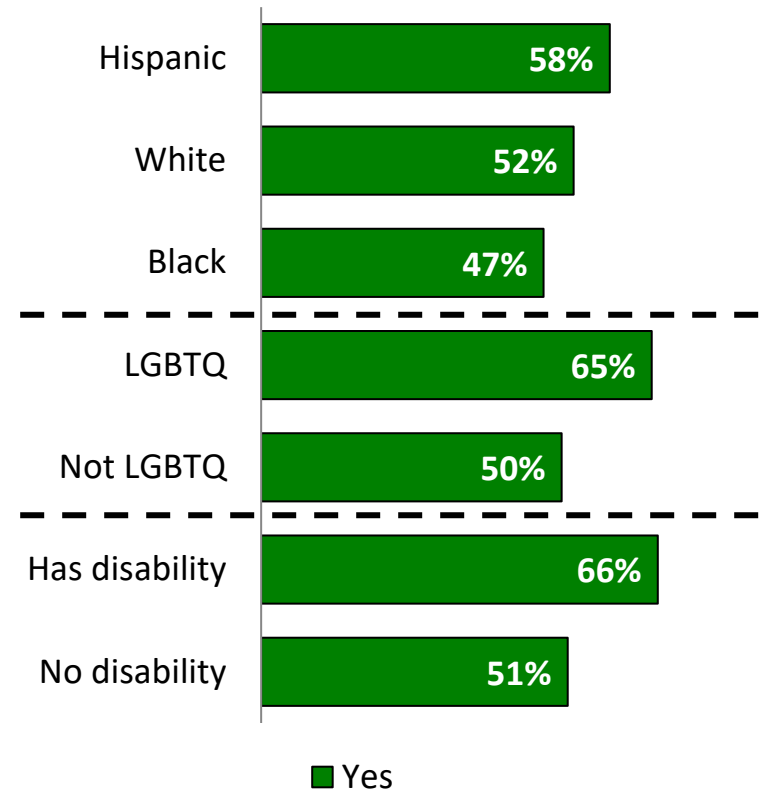
Half Recently Participated in a DEI Training Program

Members with disabilities and LGBTQ members were most likely to have participated in these programs.

Participated in a DEI Training Program

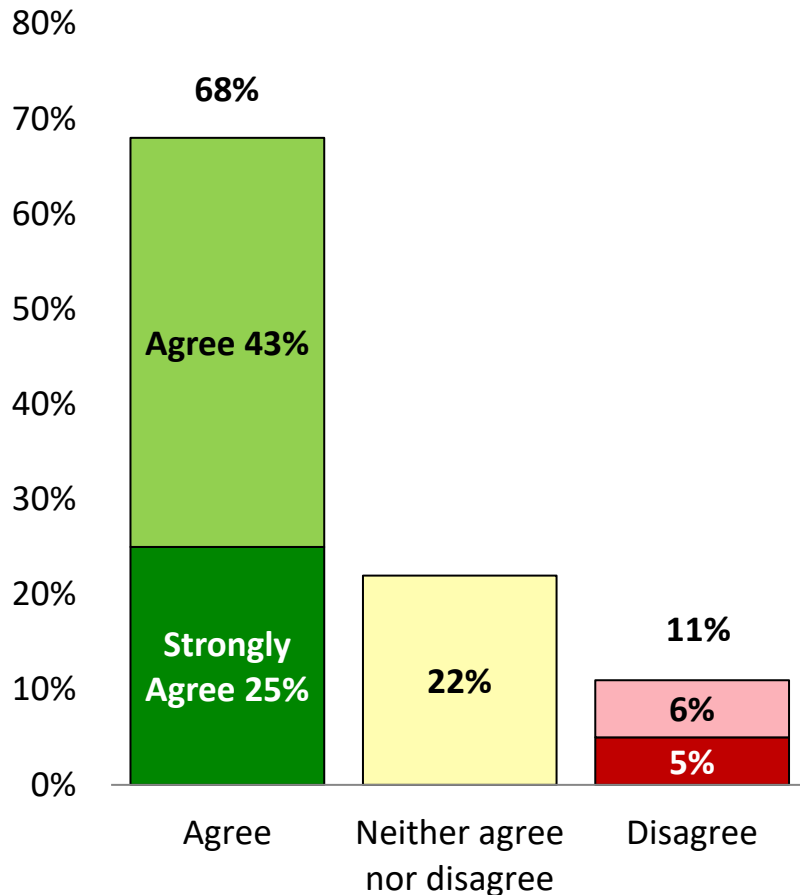


Participation by Different Groups

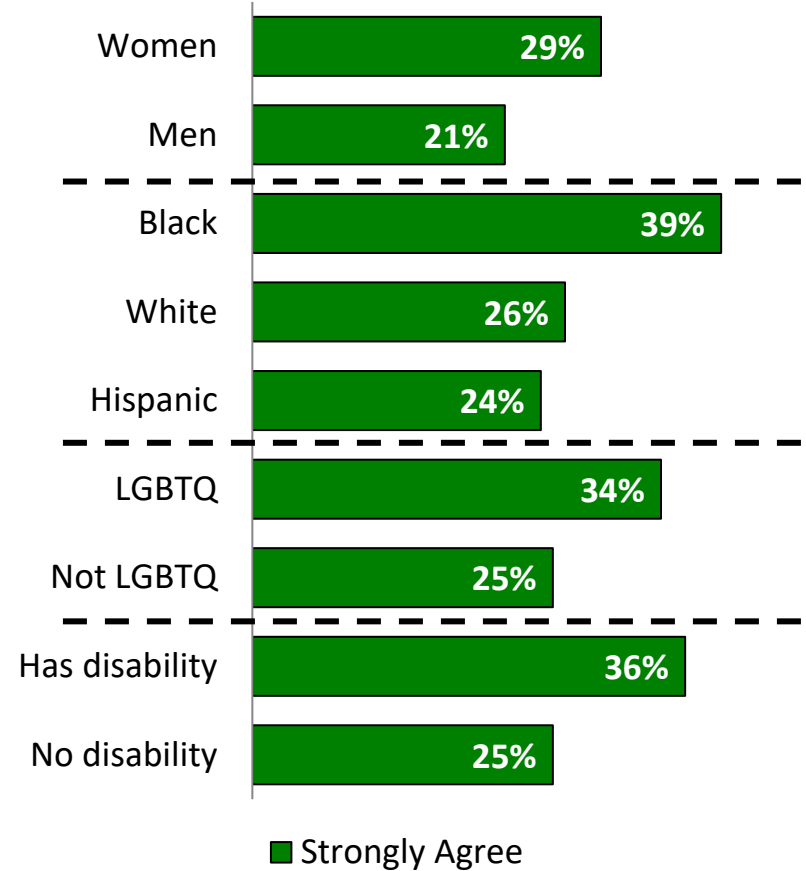


Members Agree that Diversity Training Offers Tangible Benefits and Helps Bring Positive Change

Diversity Training Offers Tangible Benefits



“Strongly Agree” by Different Groups

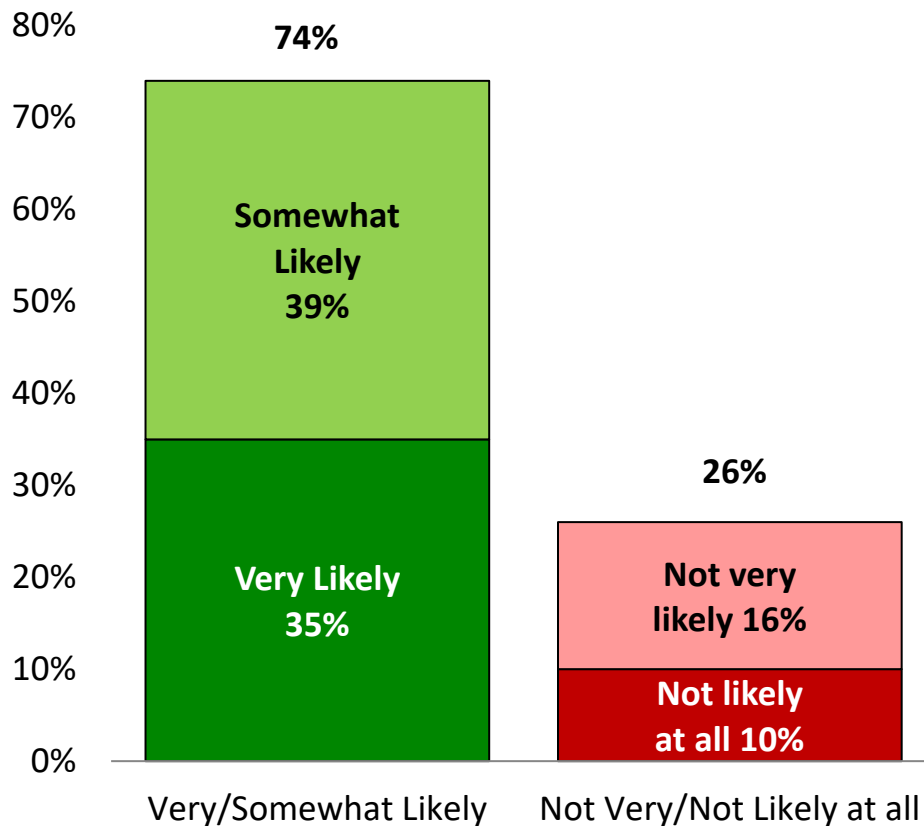


Q.16 Please indicate whether you (ROTATE) agree or disagree with the following statement.
Diversity training offers tangible benefits and can help bring positive change.

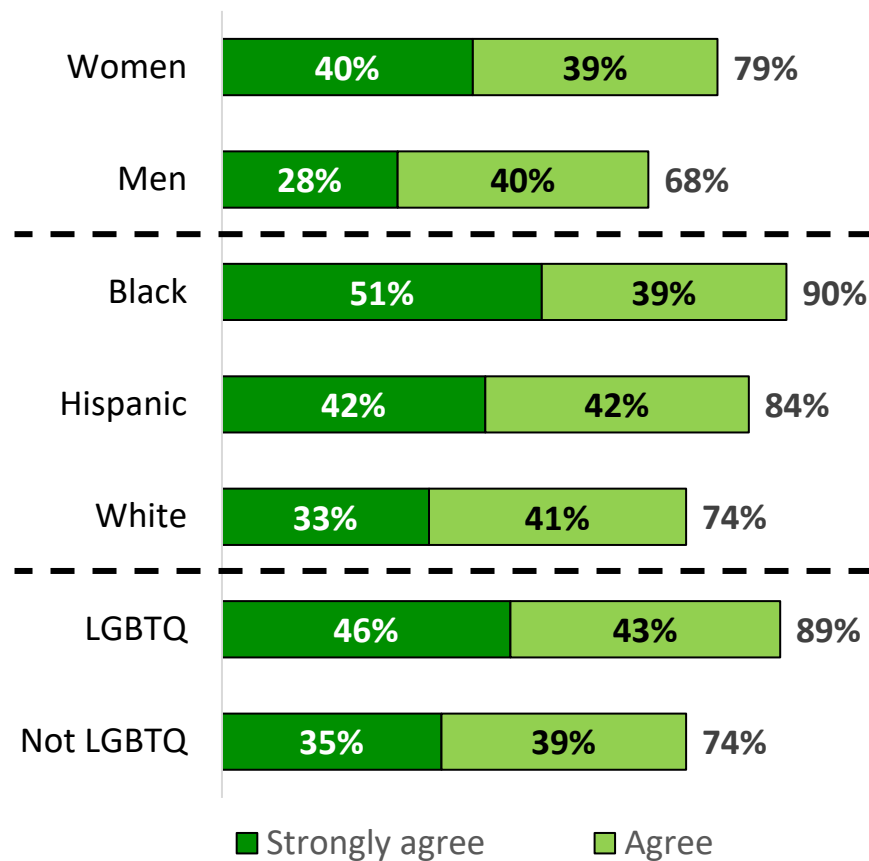
Nearly Three-Quarters of Members Say They Would Be Likely to Attend a Free DEI Program

Willingness to participate high overall, and especially with Blacks, Hispanics, LGBTQ, and women

Likely to Participate in DEI Program



Likelihood to Participate by Different Groups

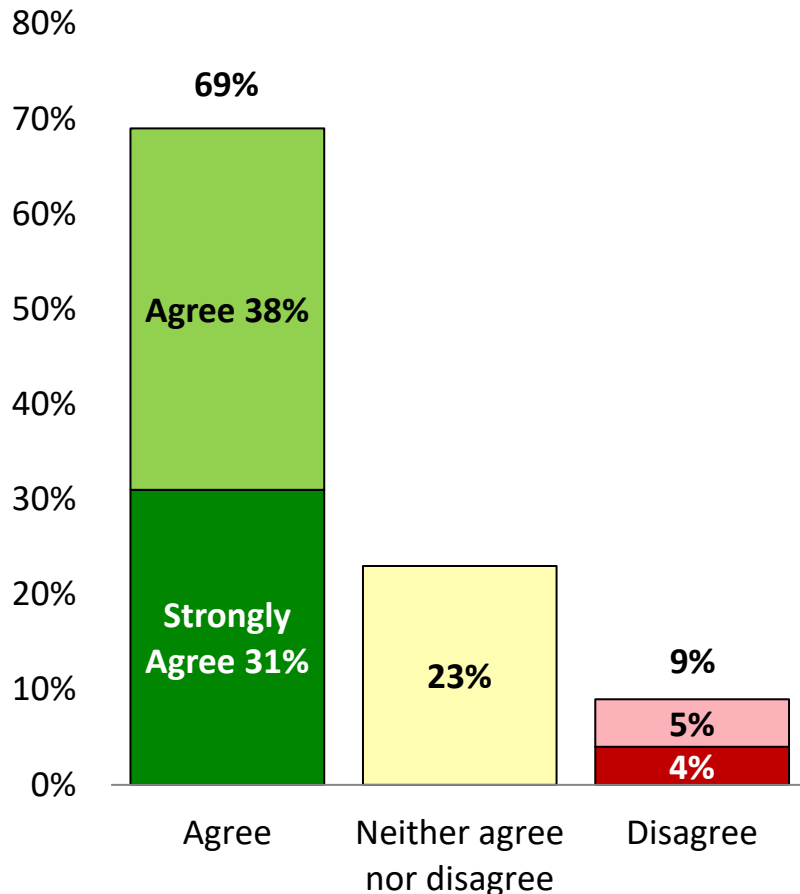


Q.17 If the Arizona REALTORS® offered a free diversity and inclusion training program, how likely would you be to participate?

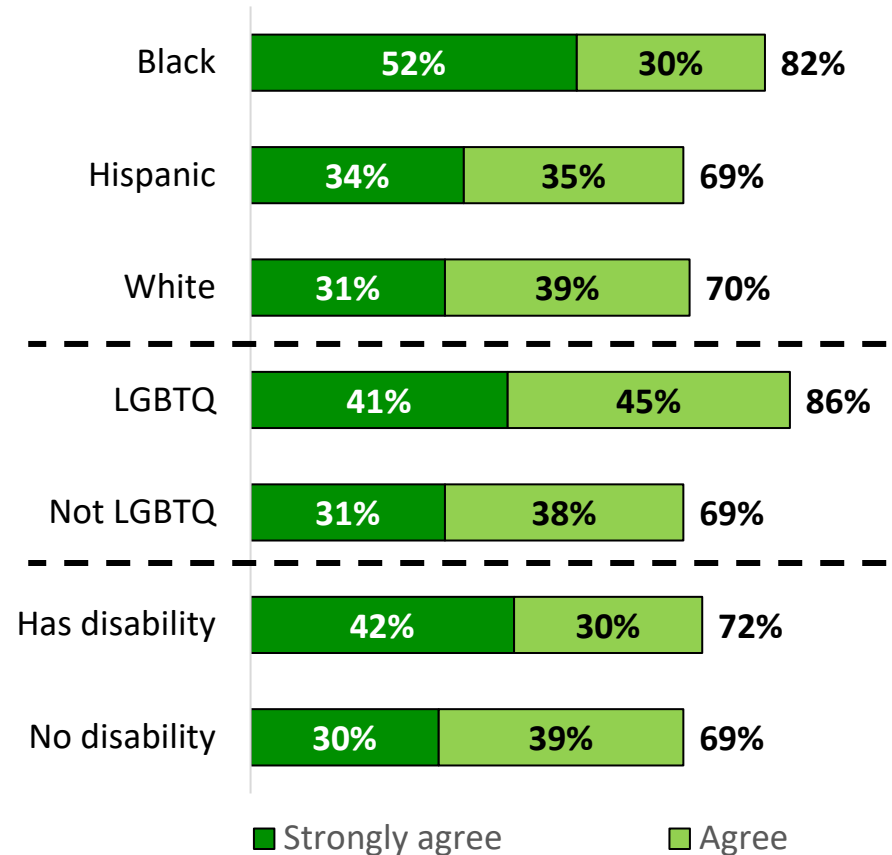
Inclusion and Diversity Are a Priority For Most Members

LGBTQ and Black members are most likely to prioritize diversity and inclusiveness.

Encourage Diverse and Inclusive Membership



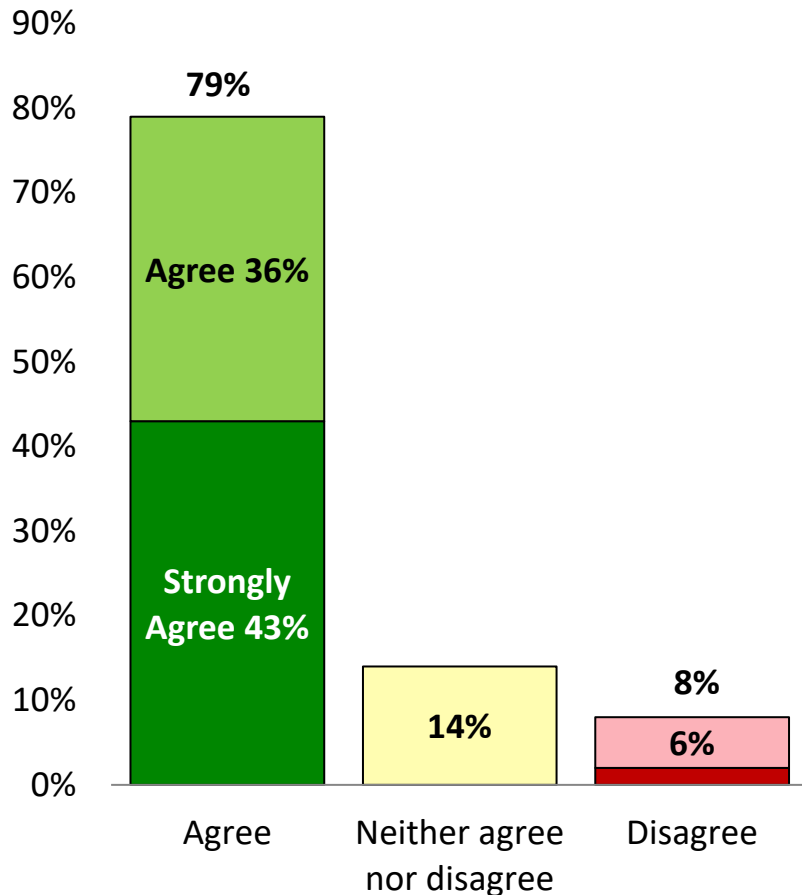
Agreement by Different Groups



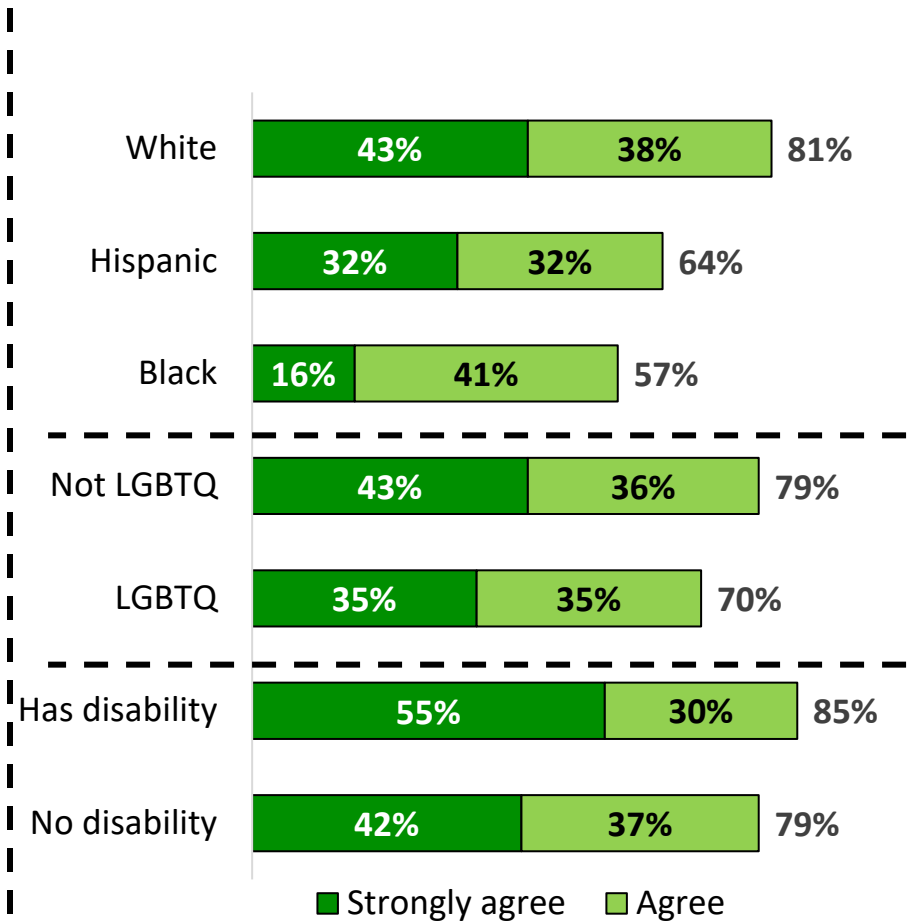
Please indicate whether you (ROTATE) agree or disagree with each of the following statements.
 Q.18 Encouraging a diverse and inclusive membership should be a priority of the Arizona REALTORS®.

General Agreement That REALTORS® From All Backgrounds Have Equal Opportunities to Succeed

REALTORS® From All Backgrounds Have Equal Opportunity to Succeed



Agreement by Different Groups

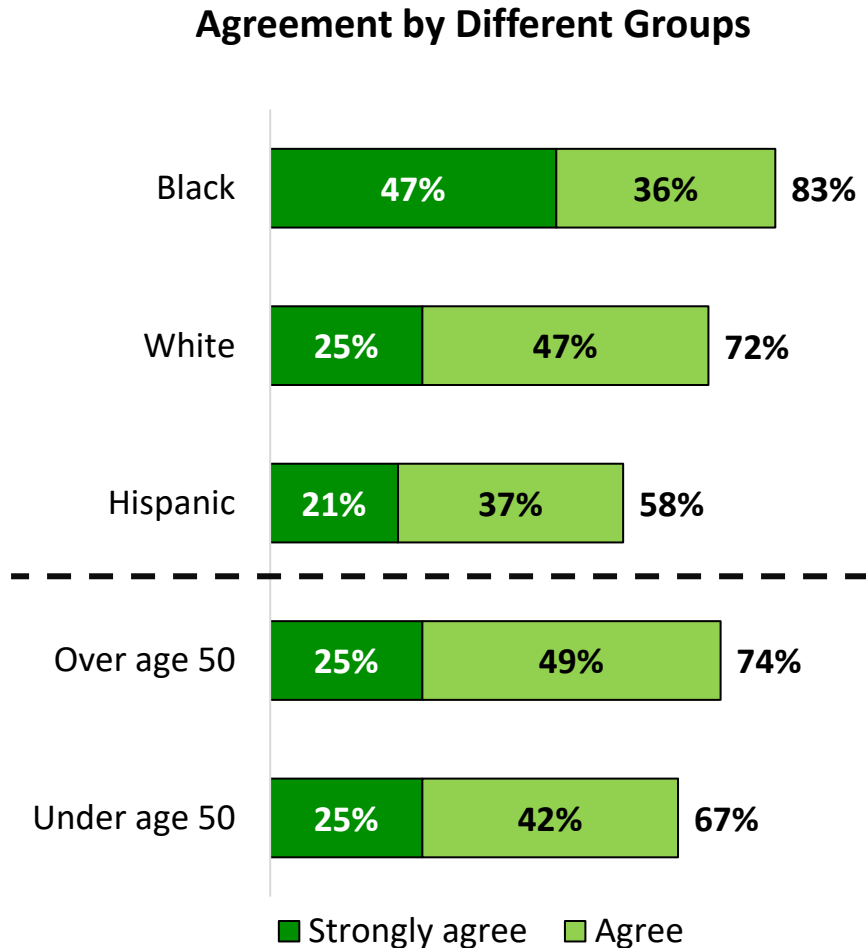
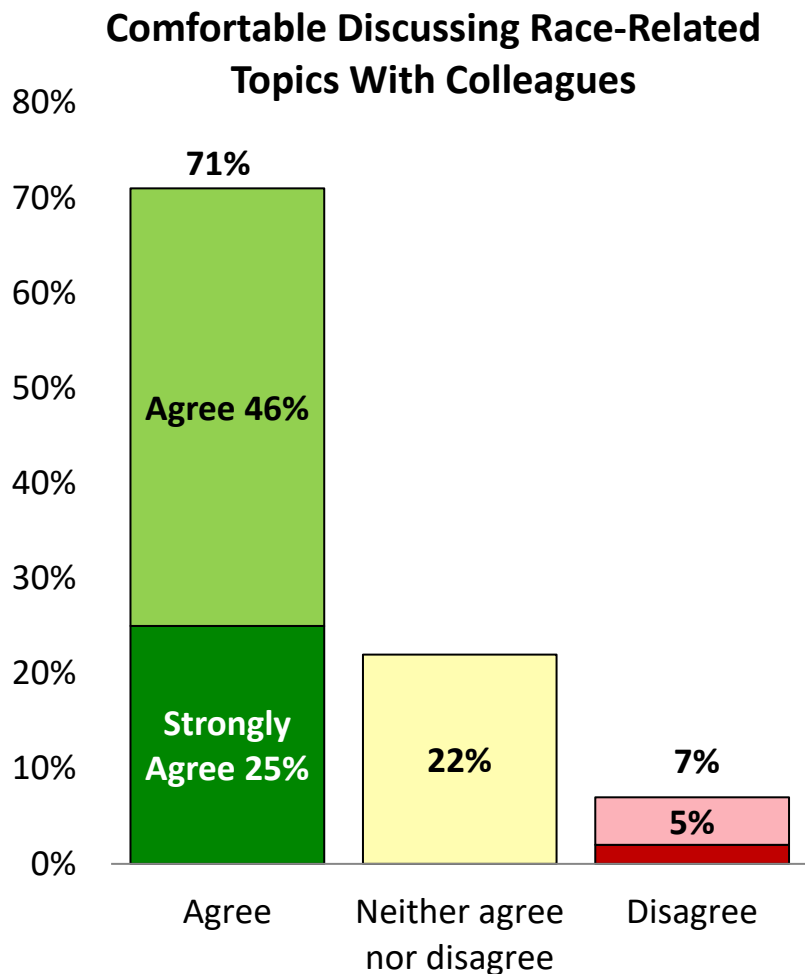


Please indicate whether you (ROTATE) agree or disagree with each of the following statements.

Q.19 REALTORS® from all backgrounds have equal opportunities to succeed in their Arizona real estate practice.

Most Are Comfortable Discussing Race-Related Topics with Colleagues

Hispanic members are least likely to agree that they are comfortable talking about race.

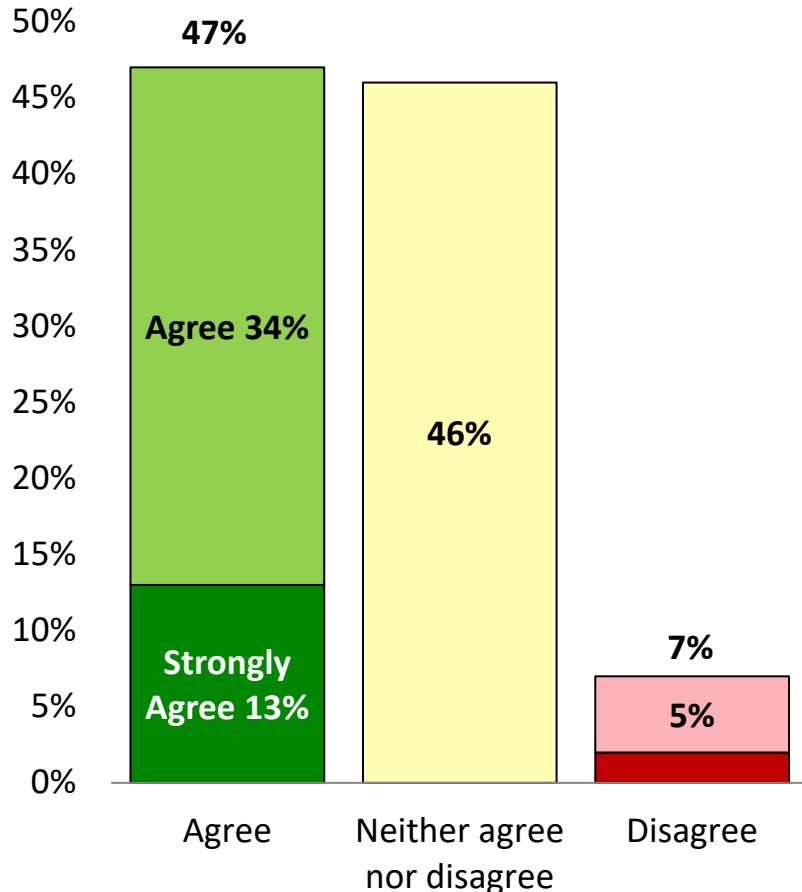


Please indicate whether you (ROTATE) agree or disagree with each of the following statements.
 Q.20 You are comfortable discussing race-related topics with your REALTOR® colleagues.

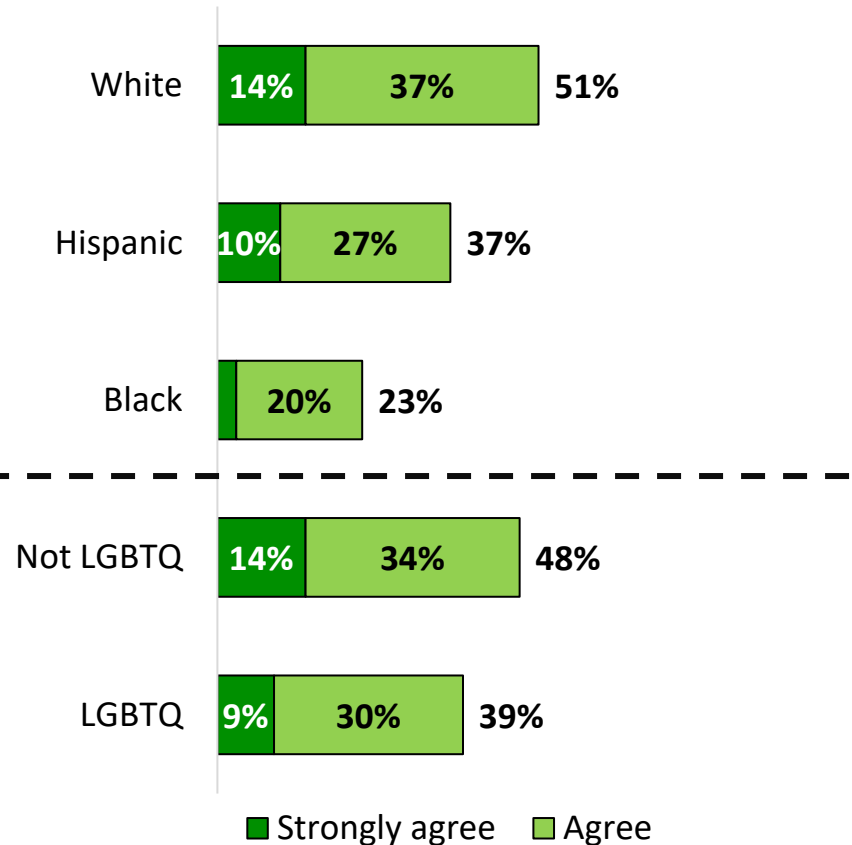
Members Are Not Sure if Association Has Diverse Leadership

Nearly half agree and nearly half neither agree nor disagree.

Arizona REALTORS® Contains Diverse Leadership

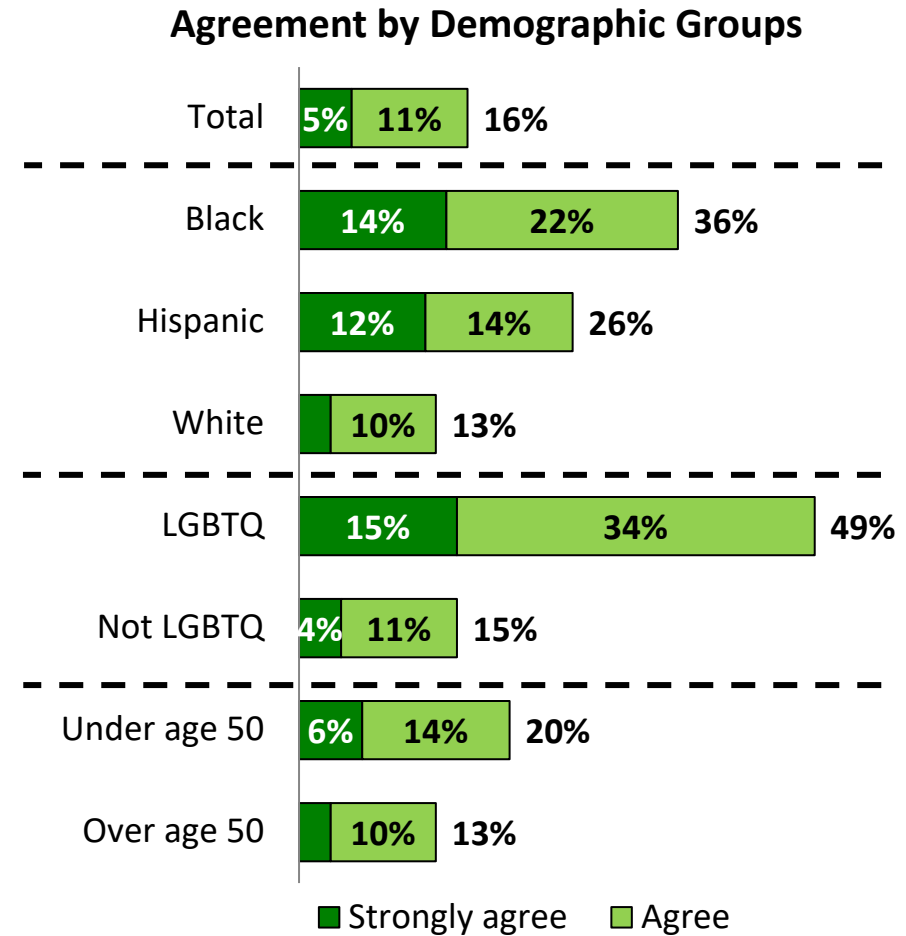
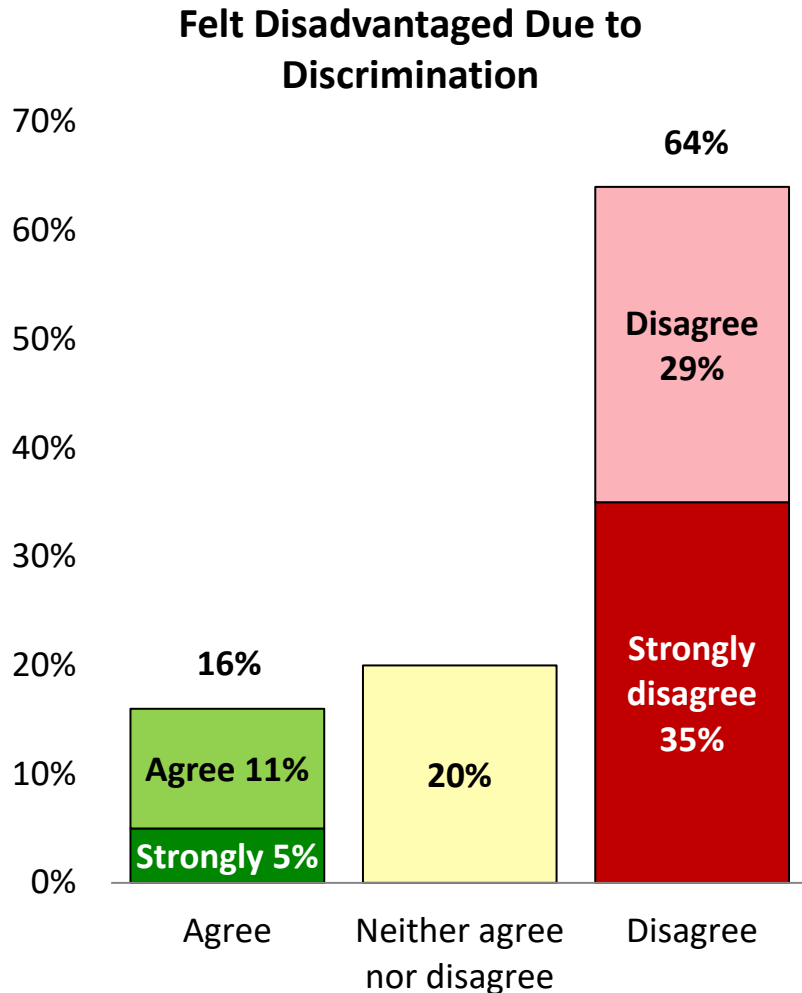


Arizona REALTORS® Contains Diverse Leadership by Race and Sexual Orientation



Please indicate whether you (ROTATE) agree or disagree with each of the following statements.
Q.21 The Arizona REALTORS® contains a diverse group of leaders and decision-makers.

While Most Have Not Felt Disadvantaged Because of Things Like Race or Color, Some Groups Report Higher Concerns



Please indicate whether you (ROTATE) agree or disagree with each of the following statements.

Q.22 At times, you have felt disadvantaged when practicing real estate in Arizona based on your race, color, religion, national origin, sex, age, disability, or sexual orientation

A Fifth of Members Recommend More Training and Education to Better Foster Diversity and Inclusion

What Can Arizona REALTORS® Do Better To Foster Diversity and Inclusion? Volunteered Responses



Member Quotes on What Association Can Do To Better Foster an Environment of Diversity and Inclusion

“Foster communication, send clear messaging, encourage dialogue.”

“Don't just say you support diversity and inclusion but take active measures to exhibit diversity and inclusion. There needs to be deliberate measures to invite participation among diverse groups...”

“We should have more workshop on diversity and culture.”

“Offer more information that is quick and easy to obtain and retain.”

“To my knowledge, AAR has been doing a good job so far.”

“Extra training may help. For many agents, discrimination is so insidious and part of their makeup, they don't even realize they are doing it.”

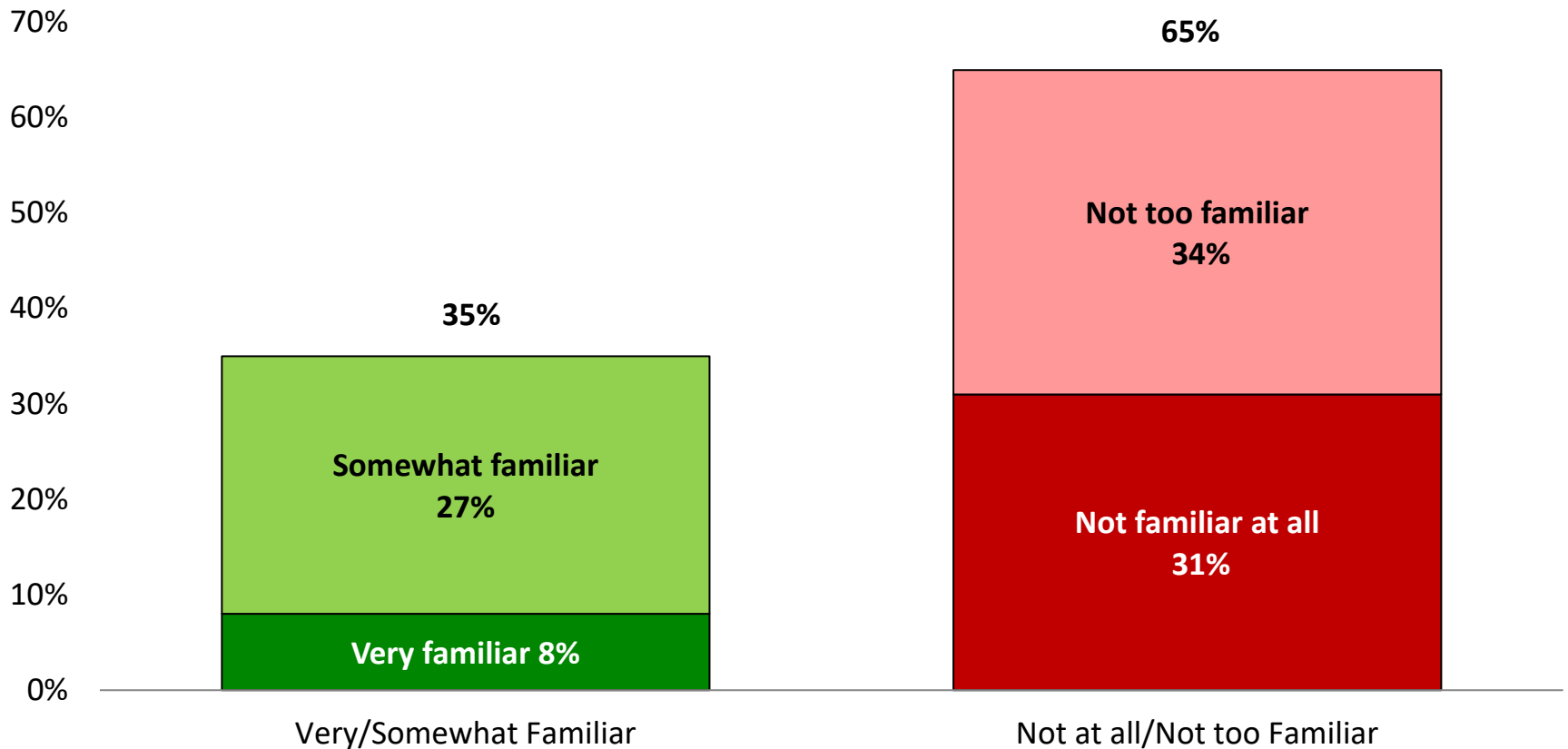
“I think we don't have ANY issues regarding diversity or inclusion. Please do not try to fix something that is NOT broken.”

“Not entirely sure that what AAR already does will make a change of character of those who do not practice diversity in their everyday and business life.”

All In Success Summit

Two-Thirds of Members are Not Too Familiar or Not Familiar at All with the All in Success Summit

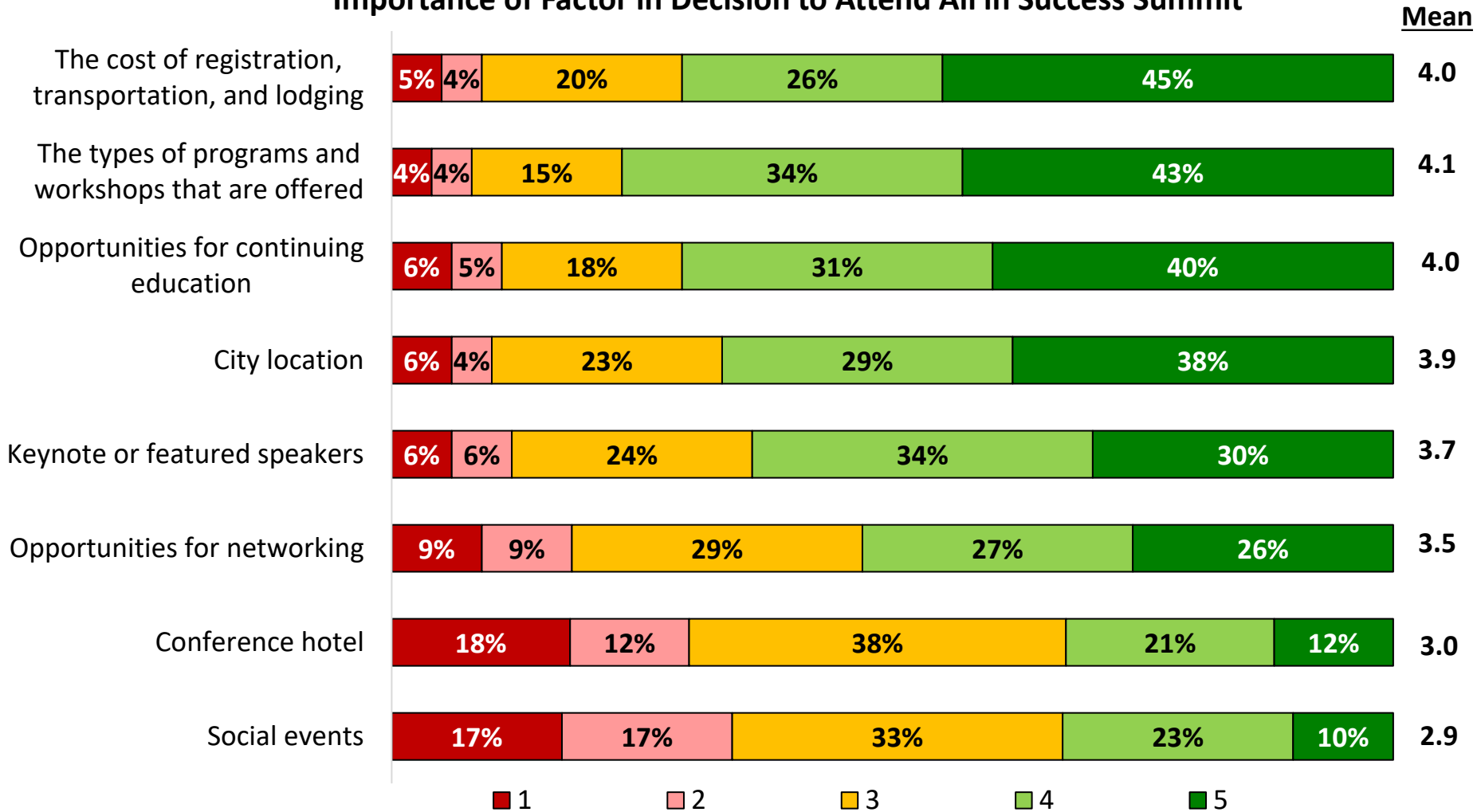
Familiarity with the All In Success Summit



Q.24 On a different topic, how familiar are you with the Arizona REALTORS® annual conference titled Arizona REALTORS® All In Success Summit?

Cost and Type of Programs Offered Are Most Important Factors in Deciding to Attend Summit

Importance of Factor in Decision to Attend All in Success Summit



Q.25 How important would each of the following factors be in your decision to attend the Arizona REALTORS® All In Success Summit? Use a scale of one to five, with one meaning that factor would not be important at all and five meaning that factor would be of the highest importance.

Less Tenured Members Put More Emphasis on Cost, Networking, and Social Events

Importance of Factor in Decision to Attend All in Success Summit By Tenure

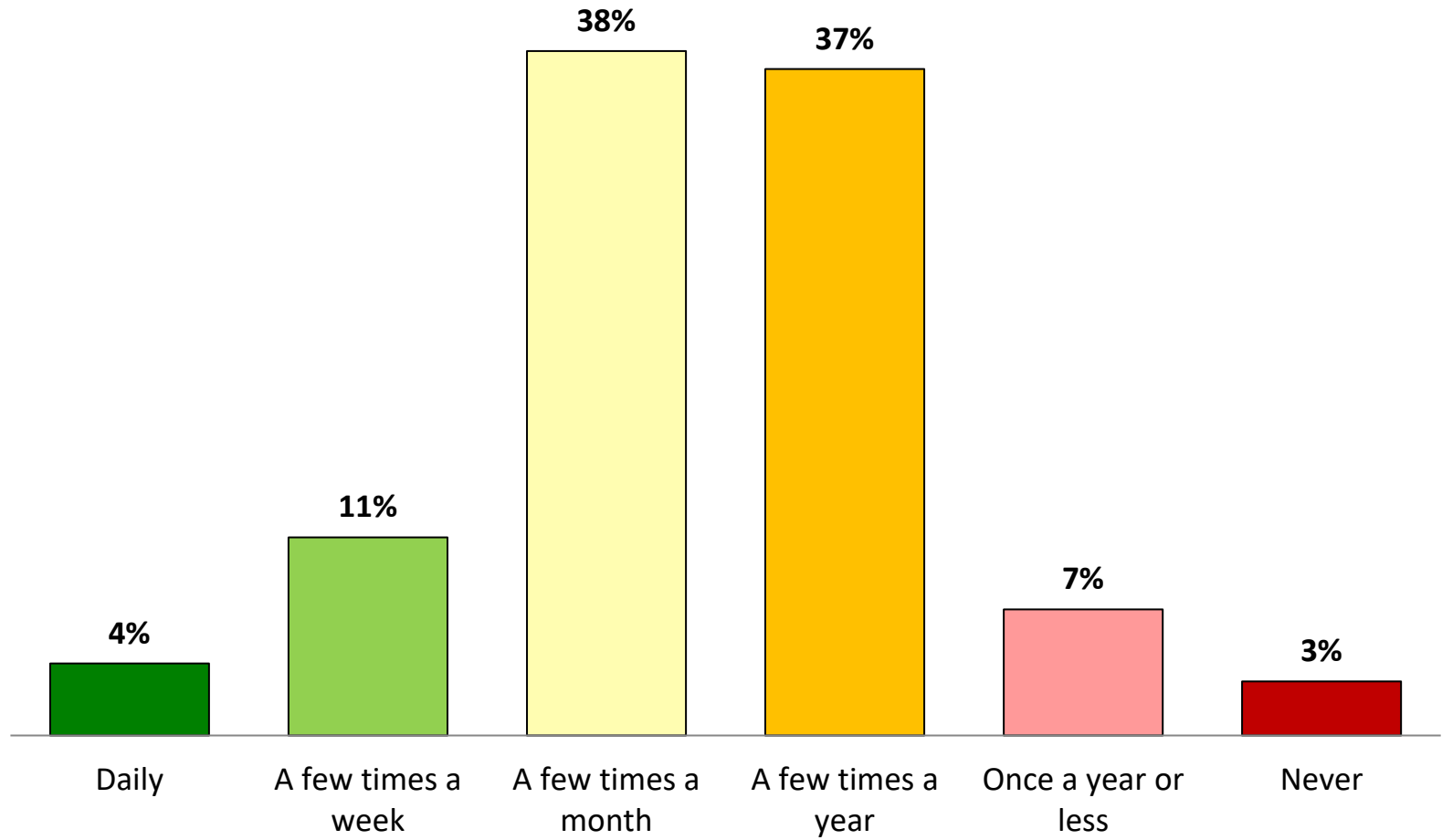
Mean Score	Total	Less than 5 years	5 - 9 years	10 - 14 years	15 - 19 years	20 years or more
The types of programs and workshops that are offered	4.1	4.2	3.9	4.1	4.0	4.0
The cost of registration, transportation, and lodging	4.0	4.3	3.9	4.0	3.8	3.7
Opportunities for continuing education	4.0	4.1	3.9	4.2	3.7	3.8
City location	3.9	3.9	4.0	3.9	3.8	3.8
Keynote or featured speakers	3.7	3.8	3.6	3.8	3.6	3.7
Opportunities for networking	3.5	3.9	3.5	3.3	3.1	3.3
Conference hotel	3.0	3.1	2.9	2.9	2.8	2.9
Social events	2.9	3.3	3.0	2.7	2.4	2.6

Q.25 How important would each of the following factors be in your decision to attend the Arizona REALTORS® All In Success Summit? Use a scale of one to five, with one meaning that factor would not be important at all and five meaning that factor would be of the highest importance.

Arizona REALTORS® Website

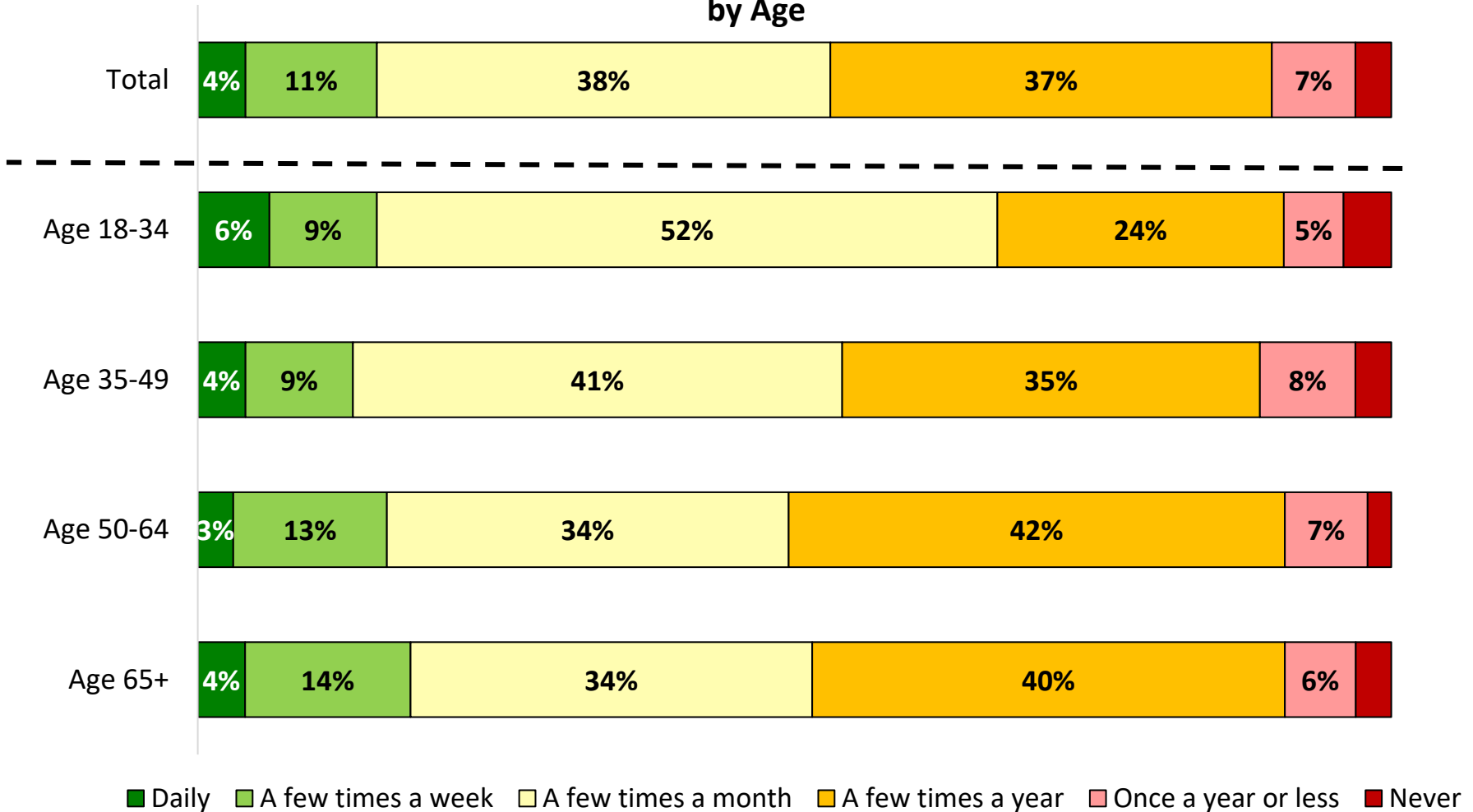
A Majority of Members Visit the Arizona REALTORS® Website At Least Monthly

Visit Arizona REALTORS® Website



Younger Members Visit Arizona REALTORS® Website More Frequently

Visit Arizona REALTORS® Website
by Age



Calendar and Forms Most Popular Items on Website

Most Helpful Info on Arizona REALTORS® Website?



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