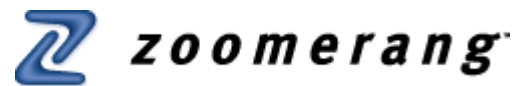


# MLS Survey - Michigan

## Comparison Report



Date: 11/29/2010 7:15 AM PST  
 Responses: Completes | Partial  
 Filter: No filter applied

This important survey is sponsored by the MLSs listed below. The purpose is to better understand how your MLS is working for you and to look for ways to improve some of the services you receive. The survey is brief by design and we need your input. We respect your privacy and your anonymity will be protected throughout. Thank you in advance for your candid feedback about MLS. If you have any questions, please contact your local MLS or email [survey@kevinmcqueen.com](mailto:survey@kevinmcqueen.com) Northeast Michigan, Water Wonderland, Traverse Area (TAAR), Clare Gladwin, Central Michigan and West Central.

### 1. What is your role with your firm?

Traverse Area Association		241	36%
ALL		673	100%
Broker-owner (with selling)		35	15%
		136	20%
Broker-owner (without selling)		3	1%
		8	1%
Broker non-owner		23	10%
		70	10%
Manager		12	5%
		24	4%
Sales agent		145	60%
		331	49%
Appraiser		9	4%
		60	9%
Other, please specify		14	6%
		44	7%

### 2. How many offices does your firm have?

Traverse Area Association		87	32%
ALL		274	100%

1		41 177	47% 65%
2-5		25 62	29% 23%
6-10		3 3	3% 1%
11-15		0 0	0% 0%
16-25		3 5	3% 2%
26+		11 18	13% 7%
Don't know		4 9	5% 3%

### 3. Approximately how many agents are in your firm?

Traverse Area Association		84 270	31% 100%
ALL			
1		14 36	17% 13%
2-5		28 90	33% 33%
6-10		3 52	4% 19%
11-25		10 37	12% 14%
26-50		8 17	10% 6%
51-250		3 6	4% 2%
251-500		4 8	5% 3%
501-1000		6 9	7% 3%



1001+		2	2%
		2	1%
Don't know		6	7%
		13	5%

**4.** How many years have you been in the real estate business?












Traverse Area Association		239	37%
ALL		640	100%
Less than 1 year		4	2%
		13	2%
1-3 years		17	7%
		32	5%
4-10 years		73	31%
		204	32%
11-20 years		69	29%
		188	29%
21+ years		76	32%
		203	32%

**5.** Your age?




Traverse Area Association		240	37%
ALL		642	100%
Less than 20 years of age		0	0%
		1	0%
21-30		4	2%
		13	2%
31-40		28	12%
		71	11%
41-50		51	21%
		133	21%
51-60		81	34%
		227	35%




61-70		62	26%
		163	25%
71+		14	6%
		34	5%

**6.** How many paid transaction sides have you completed in the past 12 months?








Traverse Area Association		239	38%
ALL		636	100%
0		19	8%
		47	7%
1-5		48	20%
		102	16%
6-10		52	22%
		125	20%
11-20		55	23%
		152	24%
21-30		31	13%
		89	14%
31-40		13	5%
		30	5%
41-50		2	1%
		12	2%
51+ paid transaction sides		12	5%
		43	7%
Other, please specify		7	3%
		36	6%





















**7.** To how many MLSs do you pay fees?

Traverse Area Association		237	37%
ALL		637	100%
1		214	90%
		529	83%

2		19	8%
		64	10%
3		2	1%
		17	3%
4		1	0%
		15	2%
5		1	0%
		5	1%
6+		0	0%
		7	1%




**8.** In which MLS(s) do you currently participate and pay fees? Check all that apply.











Traverse Area Association		240	37%
ALL		641	100%
Ann Arbor MLS		0	0%
		2	0%
Bay County MLS		1	0%
		22	3%
Branch County MLS		0	0%
		0	0%
Central Michigan MLS		0	0%
		106	17%
Clare Gladwin MLS		1	0%
		66	10%
Down River MLS		0	0%
		0	0%
Eastern Upper Peninsula MLS		2	1%
		3	0%
Flint Area MLS		0	0%
		7	1%
Greater Lansing MLS		0	0%
		2	0%
Jackson Area MLS		0	0%
		1	0%

Mason Oceana Manistee MLS		2	1%
		3	0%
MiRealSource	 	4	2%
		5	1%
Midland MLS		0	0%
		11	2%
Monroe County MLS		1	0%
		17	3%
Montcolm County MLS		0	0%
		1	0%
Northern MI MLS		0	0%
		4	1%
Northeastern Michigan MLS		1	0%
		39	6%
Paul Bunyan MLS	 	3	1%
		37	6%
Realcomp		1	0%
		8	1%
RMLS		0	0%
		24	4%
Saginaw MLS		1	0%
		18	3%
Shiawassee MLS		0	0%
		2	0%
Southwestern Michigan Regional Information Center (SWMRIC)	 	4	2%
		61	10%
Traverse Area MLS (TAAR)	 	239	100%
		247	39%
Water Wonderland MLS	 	6	2%
		125	20%
Other, please specify	 	2	1%
		45	7%

9. Which one MLS do you use most often?. Check only one.







Traverse Area		241	37%
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Association ALL		643	100%
Ann Arbor MLS		0	0%
		1	0%
Bay County MLS		0	0%
		3	0%
Branch County MLS		0	0%
		0	0%
Central Michigan MLS		0	0%
		92	14%
Clare Gladwin MLS		0	0%
		53	8%
Down River MLS		0	0%
		0	0%
Eastern Upper Peninsula MLS		0	0%
		0	0%
Flint Area MLS		0	0%
		2	0%
Greater Lansing MLS		0	0%
		0	0%
Jackson Area MLS		0	0%
		0	0%
Mason Oceana Manistee MLS		0	0%
		0	0%
MiRealSource		1	0%
		1	0%
Midland MLS		0	0%
		1	0%
Monroe County MLS		0	0%
		0	0%
Montcolm County MLS		0	0%
		0	0%
Northern MI MLS		0	0%
		1	0%



Northeastern Michigan MLS		2 31	1% 5%
Paul Bunyan MLS		0 21	0% 3%
Realcomp		0 1	0% 0%
RMLS		0 6	0% 1%
Saginaw MLS		0 3	0% 0%
Shiawassee MLS		0 1	0% 0%
Southwestern Michigan Regional Information Center (SWMRIC)		0 66	0% 10%
Traverse Area MLS (TAAR)		235 239	98% 37%
Water Wonderland MLS		1 112	0% 17%
Other, please specify		2 9	1% 1%






**10.**

Which is your primary Board or Association (the one to which you pay your state and national dues)?  
Check only one.

Traverse Area Association		241	37%
ALL		644	100%
Ann Arbor Board		0 1	0% 0%
Antrim Charlevoix Kalkaska Association		0 1	0% 0%
Battle Creek Association		0 0	0% 0%
Bay County Association		0 5	0% 1%











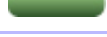

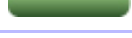
















Branch County Association		0	0%
		0	0%
Central Michigan Association		0	0%
		93	14%
Clare Gladwin Board		0	0%
		56	9%
Dearborn Area Board		0	0%
		0	0%
Detroit Association		0	0%
		0	0%
Down River Association		0	0%
		0	0%
Eastern Thumb Association		0	0%
		1	0%
Eastern Upper Board		0	0%
		0	0%
Emmet Association		0	0%
		0	0%
Flint Area Association		0	0%
		2	0%
Grand Rapids Association		0	0%
		0	0%
Greater Kalamazoo Association		0	0%
		0	0%
Greater Lansing Association		0	0%
		2	0%
Grosse Point Board		0	0%
		0	0%
Hillsdale County Board		0	0%
		0	0%
Jackson Area Association		0	0%
		0	0%
Lapeer and Upper Thumb Association		0	0%
		0	0%

Lenawee County Association		0	0%
		0	0%
Livingston County Association		0	0%
		0	0%
Mason Oceana Manistee Board		0	0%
		0	0%
Metropolitan Consolidated Association		0	0%
		1	0%
Michigan Association		0	0%
		1	0%
Midland Board		0	0%
		1	0%
Monroe County Association		0	0%
		0	0%
Montcolm County Association		0	0%
		0	0%
North Oakland Board		0	0%
		0	0%
Northeastern Michigan Board		0	0%
		53	8%
Paul Bunyan Board		0	0%
		1	0%
Saginaw Board		0	0%
		2	0%
Shiawassee Association		0	0%
		1	0%
Water Wonderland Board		0	0%
		115	18%
West Central Board		0	0%
		64	10%
Traverse Area Association	 	241	100%
		241	37%
Upper Peninsula Board		0	0%
		0	0%

Other, please specify		0	0%
		3	0%

**11.** Excluding the MLS(s) to which you currently access and pay, what MLS (listings) would you like to access and search?




































Traverse Area Association		200	36%
ALL		558	100%
Desire access to all property listings across the state	 	58 145	29% 26%
Ann Arbor MLS	 	6 11	3% 2%
Bay County MLS	 	2 31	1% 6%
Branch County MLS		3	1%
Central Michigan MLS	 	5 65	2% 12%
Clare Gladwin MLS	 	3 90	2% 16%
Down River MLS		5	1%
Eastern Upper Peninsula MLS	 	14 45	7% 8%
Flint Area MLS		14	3%
Greater Lansing MLS	 	2 15	1% 3%
Jackson Area MLS	 	3 7	2% 1%
Mason Oceana Manistee MLS	 	11 24	6% 4%
MiRealSource	 	11 24	6% 4%
Midland MLS	 	6 53	3% 9%

















Monroe County MLS		3 63	2% 11%
Montcolm County MLS		1 26	0% 5%
Northern MI MLS		32 93	16% 17%
Northeastern Michigan MLS		35 98	18% 18%
Paul Bunyan MLS		43 133	22% 24%
Realcomp		34 86	17% 15%
RMLS		8 41	4% 7%
Saginaw MLS		4 30	2% 5%
Shiawassee MLS		1 15	0% 3%
Southwestern Michigan Regional Information Center (SWMRIC)		17 48	8% 9%
Traverse Area MLS (TAAR)		13 94	6% 17%
Water Wonderland MLS		57 102	28% 18%
Other, please specify		28 66	14% 12%

**12.**

Excluding the MLS(s) to which you currently access and pay, to what other MLSs would you like to submit your active listings, for increased market exposure?









Traverse Area Association		191	36%
ALL		534	100%
Submit my listings to all MLSs in the state		69 177	36% 33%

Ann Arbor MLS		20	10%
		31	6%
Bay County MLS		3	2%
		24	4%
Branch County MLS		1	1%
		2	0%
Central Michigan MLS		6	3%
		46	9%
Clare Gladwin MLS		2	1%
		59	11%
Down River MLS		2	1%
		8	1%
Eastern Upper Peninsula MLS		4	2%
		13	2%
Flint Area MLS		4	2%
		13	2%
Greater Lansing MLS		4	2%
		16	3%
Jackson Area MLS		6	3%
		8	1%
Mason Oceana Manistee MLS		9	5%
		13	2%
MiRealSource		9	5%
		16	3%
Midland MLS		4	2%
		39	7%
Monroe County MLS		6	3%
		51	10%
Montcolm County MLS		3	2%
		22	4%
Northern MI MLS		21	11%
		58	11%
Northeastern Michigan MLS		21	11%
		46	9%
Paul Bunyan MLS		29	15%
		77	14%







Realcomp		20	10%
		46	9%
RMLS		7	4%
		27	5%
Saginaw MLS		5	3%
		23	4%
Shiawassee MLS		2	1%
		5	1%
Southwestern Michigan Regional Information Center (SWMRIC)		19	10%
		38	7%
Traverse Area MLS (TAAR)		11	6%
		48	9%
Water Wonderland MLS		36	19%
		59	11%
Other, please specify		31	16%
		87	16%

**13.**



If there was a database of all listings across the state and you were the listing broker, which approach to extending offers of compensation to other brokers who do not participate in your local MLS, do you prefer? Select only one.

Traverse Area Association ALL		204	37%
		552	100%
Blanket offers of compensation should apply statewide		116	57%
		306	55%
Blanket offers of compensation should be the same as they are today - only applies to cooperating brokers within my MLS(s)		65	32%
		169	31%
Something else - please describe		23	11%
		77	14%

**14.** If there was a database of all listings across the state, would you support a public-facing listing website that would include all of your listings?

Traverse Area Association		217	40%
ALL		574	106%
Yes	 	170 448	81% 83%
No	 	41 93	19% 17%
Traverse Area Association	33 Responses		
ALL	98 Responses		














**15.** Please rate the importance of each of the following. (1 = LEAST Important and 5 = MOST important)

Traverse Area Association		221	37%			
ALL		596	100%			
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Least important	2	3	4	Most important	N/A
Search all ACTIVE listings across the state in one system	32 14% 74 12%	18 8% 55 9%	37 17% 91 15%	30 14% 83 14%	99 45% 285 48%	5 2% 8 1%
Search OFF-MARKET listings across the state in one system	67 31% 147 25%	30 14% 80 14%	46 21% 125 21%	25 11% 71 12%	42 19% 151 26%	8 4% 14 2%
Pay one fee for access to all listings across the state	37 17% 81 14%	12 6% 33 6%	42 19% 107 18%	31 14% 78 13%	89 41% 271 46%	7 3% 16 3%
Include/submit your active listings in other MLSs to which you don't currently partipate or pay	31 14% 59 10%	18 8% 39 7%	41 19% 104 18%	39 18% 109 19%	78 36% 247 42%	8 4% 24 4%





Receive a single download (data feed) for all ACTIVE listings across the state	45	21%	23	11%	34	16%	31	14%	75	35%	6	3%
	84	14%	62	11%	97	17%	105	18%	217	37%	16	3%
Receive a single download or (data feed) for all OFF-MARKET listings across the state	66	31%	32	15%	46	22%	23	11%	36	17%	8	4%
	148	26%	86	15%	118	21%	67	12%	139	24%	16	3%

The following questions apply to your primary MLS (the one you use the most)











**16.** Financial Value of MLS. Considering all of the MLS products and services you receive from your primary MLS as well as the cost of the MLS fees, how would you rate the overall value?

Traverse Area Association		217	36%
		599	100%
ALL			
Excellent		34	16%
		85	14%
Very good		43	20%
		155	26%
Good		71	33%
		201	34%
Fair		39	18%
		112	19%
Poor		30	14%
		42	7%
DON'T KNOW		0	0%
		4	1%















**17.** MLS Benefits. Overall, how would you rate the MLS benefits provided by your primary MLS?

Traverse Area Association		216	36%
		598	100%
ALL			
Excellent		35	16%
		84	14%















Very good		53	25%
		176	29%
Good		76	35%
		204	34%
Fair		35	16%
		98	16%
Poor		16	7%
		30	5%
DON'T KNOW		1	0%
		6	1%

**18.** MLS Customer Service. If you have had experience with your primary MLS customer service during the past 12 months, how would you rate customer service?















Traverse Area Association		214	36%
		587	100%
Excellent		60	28%
		113	19%
Very good		57	27%
		186	32%
Good		49	23%
		141	24%
Fair		16	7%
		55	9%
Poor		8	4%
		18	3%
DON'T KNOW		24	11%
		74	13%

**19.** MLS Technical Support. What overall rating would you give to the technical support provided by your primary MLS?

Traverse Area Association		215	36%
		591	100%

Excellent		49	23%
		93	16%
Very good		72	33%
		180	30%
Good		55	26%
		161	27%
Fair		17	8%
		67	11%
Poor		7	3%
		19	3%
DON'T KNOW		15	7%
		71	12%

**20.** Education and Training. How would you rate the education and training provided by your primary MLS?

Traverse Area Association ALL		213	36%
		590	100%
Excellent		46	22%
		74	13%
Very good		54	25%
		151	26%
Good		65	31%
		199	34%
Fair		35	16%
		102	17%
Poor		3	1%
		29	5%
DON'T KNOW		10	5%
		35	6%