

Northern California Chapter

Fall 2004 Member Survey Results

1. What is your membership status?

46.1%	(105/228)	MAI
23.7%	(54/228)	SRA
22.4%	(51/228)	General Associate
11.4%	(26/228)	Residential Associate
4.8%	(11/228)	Affiliate
2.2%	(5/228)	SRPA
0.9%	(2/228)	Life-Retired
0.4%	(1/228)	Semi-Retired
0.4%	(1/228)	RM

2. If you are not yet designated, rate your interest in actively pursuing an Appraisal Institute designation.

42.5%	(37/87)	within the next 24 month
33.3%	(29/87)	within the next 5 years
18.4%	(16/87)	not at this time
5.7%	(5/87)	never

3. If you are not yet designated, what are the biggest obstacles?

1. Starting/Completing Demonstration Report
2. Preparing for Comprehensive Examination
3. Submitting Experience
4. Meeting Education Requirements

4. If you are not yet designated, what can the Chapter do to help you meet your goal?

1. Demonstration Report Workshops
2. Experience Review Submittal Instructions, Mock Experience Review Workshop
3. Comprehensive Examination Study Groups or Workshops
4. Create Network for Peer Support
5. Sponsor required courses

5. How many years have you been a member of the Appraisal Institute (total, including predecessor organizations)?

16.2%	(37/228)	0-2 years
10.5%	(24/228)	2-5 years

7.5%	(17/228)	5-10 years
37.3%	(85/228)	10-20 years
28.5%	(65/228)	20+ years

6. Why did you join the Appraisal Institute?

1. To earn a professional designation
2. To be part of a professional organization
3. Other Reasons
4. So it would bring you more clients

7. Do you refer work to other Appraisal Institute Members?

89.0%	(194/218)	Yes
11.0%	(24/218)	No

8. What benefits of belonging to the Appraisal Institute do you value the most?

1. Professional Recognition
2. Networking with others
3. Member Services
4. Member Discounts

9. Do you belong to any other professional valuation or real estate organizations?

64.7%	(145/224)	No
35.3%	(79/224)	Yes

10. If "Yes", please check all that apply

34.5%	(29/84)	IR/WA
33.3%	(28/84)	NAR
23.8%	(20/84)	Other
11.9%	(10/84)	ASA
9.5%	(8/84)	ULI
8.3%	(7/84)	ASFMRA
8.3%	(7/84)	ERC
4.8%	(4/84)	CCIM
3.6%	(3/84)	CRE
1.2%	(1/84)	MBA
1.2%	(1/84)	CREW
1.2%	(1/84)	IAAO

11. What is your primary source of business?

59.3%	(112/189)	Lender
14.8%	(28/189)	Other
12.2%	(23/189)	Estate planning
7.4%	(14/189)	Public agencies
6.3%	(12/189)	Litigation

12. What is your primary business focus?

1.	Commercial/Industrial
2.	Residential
3.	Agricultural
4.	Business Valuation
5.	Personal Property

13. Do you serve on a Chapter committee?

17.1%	(38/222)	Yes
82.9%	(184/222)	No

14. Would you serve on a Chapter committee?

51.6%	(112/217)	Yes
48.4%	(105/217)	No

15. Would you be likely to attend events that are social-only (no continuing education)?

41.0%	(91/222)	Yes
59.0%	(131/222)	No

16. How much time are you willing to spend driving to Chapter functions?

27.7%	(61/220)	0-30 minutes
51.8%	(114/220)	30-60 minutes
13.2%	(29/220)	60-120 minutes
7.3%	(16/220)	2 or more hours

17. Is traveling to a destination such as the Wine Country, Monterey, Yosemite, etc. an incentive to attend Chapter events?

39.6%	(90/227)	Yes
60.4%	(137/227)	No

18. Would you consider flextime schedules to ease commuting to Chapter events? (10am or 11am to 7pm or 8pm, for instance, instead of 8am to 5pm)

70.0%	(154/220)	Yes
30.0%	(66/220)	No

19. When attending Chapter events, which are generally best for you? (choose up to three)

53.5%	(115/215)	Weekday Afternoon
49.8%	(107/215)	Weekday Evening
35.3%	(76/215)	Weekday Mid-day
30.7%	(66/215)	Weekday Morning
16.3%	(35/215)	Weekend Morning
14.9%	(32/215)	Weekend Mid-day
11.6%	(25/215)	Weekend Afternoon
6.0%	(13/215)	Weekend Evening

20. What is the primary factor in determining which education programs you attend?

65.5%	(148/226)	Topic
49.6%	(112/226)	Location
47.3%	(107/226)	Current education cycle/ OREA certification requirements
27.4%	(62/226)	Designation Requirements
8.4%	(19/226)	Cost

21. When meeting your continuing education requirements, what do you prefer?

78.3%	(173/221)	Full-day offerings
37.1%	(82/221)	Half-day offerings
29.9%	(66/221)	2-day offerings
13.6%	(30/221)	2-hour offerings
5.9%	(13/221)	Week-long offerings

22. Other than the Appraisal Institute, which education providers assist you in meeting your continuing education needs?

51.2%	(110/215)	None other than AI
22.3%	(48/215)	Other
21.4%	(46/215)	For-Profit schools/providers
5.6%	(12/215)	ASFMRA
5.6%	(12/215)	ASA
5.1%	(11/215)	NAR
4.2%	(9/215)	NAIFA

23. How many workshop/social events are you likely to attend in a year?

44.3%	(98/221)	1-2
24.4%	(54/221)	2-3
15.8%	(35/221)	3-4
10.4%	(23/221)	4-5
5.0%	(11/221)	6+

24. Would you participate in round-table discussions on local appraisal related topics/problems/issues?

64.2%	(136/212)	Yes
35.8%	(76/212)	No

25. Identify the top three services provided by the Chapter that you value most.

98.2%	(219/223)	Provides education
71.7%	(160/223)	Provides networking opportunities
48.9%	(109/223)	Publishes newsletter
28.3%	(63/223)	Answers questions
11.7%	(26/223)	Mentoring
1.8%	(4/223)	Other

26. How often do you read the newsletter?

76.7%	(174/227)	Each month
22.0%	(50/227)	Occasionally
1.3%	(3/227)	Never

27. How do you prefer to receive communications from the Chapter?

84.8%	(190/224)	Emails
11.6%	(26/224)	Conventional mail
3.6%	(8/224)	Find it myself on the web page or newsletter

28. Specifically what type of public relations efforts would you like for the Chapter to engage in on behalf of promoting the Appraisal Institute and its members?

Many responses, including:

- Promote quality of Appraisal Institute members over licensed appraisers
- Advertise in newspapers, magazines, trade journals and brochure mailings
- Have members on local real estate shows and speaking to organizations
- Web links to related organizations
- Special advertisement for designated members in the Yellow Pages

Joint socials with other local appraisal organizations
 Members must believe in themselves and market themselves
 Publish informative articles regarding appraisal problems affecting the public in local and/or regional newspapers.
 Investigate tie-ins with related fields, such as business valuation, investment markets, estate planning. Appraisal could be promoted to other professionals - attorneys, accountants, investment consultants.
 Focus on non-lending clients
 Promote designations
 Publish a membership directory

29. Would you be interested in participating financially in a Chapter advertisement with the Appraisal Institute logo in your local yellow page directory?

32.6%	(71/218)	Yes
67.4%	(147/218)	No

30. Would you be interested in participating financially in a Chapter advertisement with the Appraisal Institute logo in an allied professional directory?

32.1%	(71/221)	Yes
67.9%	(150/221)	No

31. What are some ways the Chapter can better serve you?

Many responses, including:

- Offer more high-end offerings for experienced appraisers
- Provide a member roster
- Numerous requests to have Chapter events in various geographic locations where members work and reside (North Bay, South Bay, Monterey, Central Valley, San Francisco, etc)
- Use flextime scheduling
- More programs with ASA, ASFMRA, IRWA and others with reciprocity
- Get more members actively involved with the Chapter
- Chapter meetings should be held in various locations, not just in the Pleasanton area. Attendance will increase if meetings are occasionally scheduled in San Francisco, Oakland and the North Bay.
- New offerings for residential appraisers
- Provide more details regarding the mentoring program and how to get started. Give workshops to those who are just getting started.
- Sponsor round table discussions
- Occasional brown bag lunch meetings with a speaker (casual)
- Offer more agricultural seminars, timberland appraisal

Encourage more joint education and reciprocity with other appraisal societies

And of course, there were a few comments like this!

I think Norcal is doing a great job. I am always able to find the hours, courses, seminars, etc. I need. No issues with me.

You're doing a fantastic job. The personal service when I need to contact your office is always friendly and meets my needs. Just keep doing what you're doing and I do believe we have the best chapter in the country.

WE HAVE A WONDERFUL CHAPTER!!!! :) It's not what the Chapter can do for me...it's what I can do for the Chapter!!!! (*Thanks Karen!*)