

# COVE Survey Results

Broker Survey  
February 2011

## Carolina Multiple Listing Service

### 1. Describe your main function within your office. Select one.

Broker-owner (with selling)	380	71%
Broker-owner (without selling)	27	6%
Managing Broker (with selling)	47	8%
Managing Broker (without selling)	29	6%
Corporate Officer (with selling)	13	2%
Corporate Officer (without selling)	6	1%
Other	30	6%
<b>Total</b>	<b>532</b>	<b>100%</b>

### 2. Describe the primary business specialty of your office. Select one.

Residential	418	79%
Commercial	13	2%
Land Development	8	2%
Relocation	1	0%
Counseling	1	0%
Appraisal	49	9%
Property Management	33	6%
Auction	0	0%
International	0	0%
Other	9	2%
<b>Total</b>	<b>532</b>	<b>100%</b>

## Carolina Multiple Listing Service

### 3. How many transaction sides did your office receive compensation for in 2010? Select one.

1-2	92	17%
3-5	80	15%
6-10	86	16%
11-25	100	19%
26-50	51	10%
51-100	39	7%
100-500	63	12%
501-1,000	16	3%
1,001-10,000	1	0%
Over 10,000	4	1%
<b>Total</b>	<b>532</b>	<b>100%</b>

### 4. How many licensed agents and brokers are in your office? (including yourself):

1	240	45%
2	99	19%
3-5	99	18%
6-10	33	7%
11-25	27	5%
26-100	25	4%
101-250	6	1%
251-1,000	0	0%
over 1,000	3	1%
<b>Total</b>	<b>532</b>	<b>100%</b>

### 5. How many offices does your company or firm have? Select one.

1	469	88%
2	21	4%
3	5	1%
4	4	1%
5	7	1%
6-10	3	1%
11-25	0	0%
26-30	2	0%
Over 30	21	4%
<b>Total</b>	<b>532</b>	<b>100%</b>

## Carolina Multiple Listing Service

### 6. How many licensed agents and brokers are in your firm? (this includes all offices within your firm):

1	234	44%
2	100	19%
3-5	98	18%
6-10	34	7%
11-25	17	3%
25-100	18	3%
101-250	7	1%
251-1,000	3	1%
over 1,000	21	4%
<b>Total</b>	<b>532</b>	<b>100%</b>

### 8. How many MLSs does your office participate in? Select one.

1	362	68%
2	137	26%
3	24	4%
4	3	1%
5	0	0%
6	1	0%
7	0	0%
8	1	0%
9	2	1%
10	0	0%
11-15	1	0%
16-20	0	0%
More than 20	1	0%
<b>Total</b>	<b>532</b>	<b>100%</b>

### 9. Many MLSs provide tools or services that allow the firm to syndicate (send & display) your listings to portals like Zillow, Trulia, etc. Do you support the MLS sending listings to third party websites (syndication) at the request of the broker?

Strongly Support	264	50%
Support	140	26%
Neutral/Don't Know	74	14%
Oppose	27	5%
Strongly Oppose	27	5%
<b>Total</b>	<b>532</b>	<b>100%</b>

## Carolina Multiple Listing Service

10. Many MLSs provide tools or services that allow the firm to syndicate (send & display) your listings to portals like Zillow, Trulia, etc. Do you participate in these programs?

Yes	329	62%
No	147	27%
Don't Know	56	11%
<b>Total</b>	<b>532</b>	<b>100%</b>

11. How would you rate your primary MLS overall on their listing syndication capabilities on behalf of your office?

Excellent	105	27%
Good	198	52%
Fair	53	13%
Poor	9	3%
Don't Know	20	5%
<b>Total</b>	<b>385</b>	<b>100%</b>

12. Do you support the local/regional MLS maintaining a neutral consumer facing website that has all listings on it and directs free leads to you and your agents?

Strongly Support	214	40%
Support	190	36%
Neutral/Don't Know	89	17%
Oppose	18	3%
Strongly Oppose	21	4%
<b>Total</b>	<b>532</b>	<b>100%</b>

13. Does your primary MLS have a consumer facing website?

Yes	299	56%
No	71	14%
Don't Know	162	30%
<b>Total</b>	<b>532</b>	<b>100%</b>

14. How satisfied are you with the MLS operated consumer facing website?

Very Satisfied	50	11%
Satisfied	191	41%
Somewhat Satisfied	167	37%
Somewhat Dissatisfied	34	7%
Very Dissatisfied	19	4%
<b>Total</b>	<b>461</b>	<b>100%</b>

## Carolina Multiple Listing Service

**15. Some MLSs are including sold data and/or off market data on MLS operated consumer websites. Are you supportive of this effort?**

Strongly Support	77	14%
Support	144	28%
Neutral/Don't Know	134	25%
Oppose	97	18%
Strongly Oppose	80	15%
<b>Total</b>	<b>532</b>	<b>100%</b>

**16. Some MLSs are sending sold and off market data to national portals (realtor.com, zillow, etc.) for display. Are you supportive of this effort?**

Strongly Support	60	11%
Support	146	28%
Neutral/Don't Know	123	23%
Oppose	110	21%
Strongly Oppose	93	17%
<b>Total</b>	<b>532</b>	<b>100%</b>

**17. Some MLSs allow sold data and/or off market data on broker operated IDX sites. Are you supportive of this effort?**

Strongly Support	96	18%
Support	156	29%
Neutral/Don't Know	130	25%
Oppose	83	15%
Strongly Oppose	67	13%
<b>Total</b>	<b>532</b>	<b>100%</b>

**18. Do you support MLSs licensing content to RPR, the new NAR initiative to build a national repository of all real estate and community data for use by REALTORS®?**

Strongly Support	95	18%
Support	202	38%
Neutral/Don't Know	175	33%
Oppose	31	6%
Strongly Oppose	29	5%
<b>Total</b>	<b>532</b>	<b>100%</b>

## Carolina Multiple Listing Service

**19. In exchange for Lender Processing Services (LPS, formerly Fidelity) providing technology and content to RPR, LPS is creating a REALTOR® Valuation Model (RVM) to license to third parties. Do you support the use of MLS content in this way?**

Strongly Support	33	6%
Support	91	17%
Neutral/Don't Know	258	49%
Oppose	73	14%
Strongly Oppose	77	14%
<b>Total</b>	<b>532</b>	<b>100%</b>

**20. Do you support MLSs licensing data to CoreLogic (formerly First American) for their use in valuation, risk management and other related tools in exchange for compensation to the MLS?**

Strongly Support	34	6%
Support	105	20%
Neutral/Don't Know	224	42%
Oppose	90	17%
Strongly Oppose	79	15%
<b>Total</b>	<b>532</b>	<b>100%</b>

**21. Do you support MLSs licensing sold and off market data to Move.com, to display to consumers in exchange for technology, data tools and reports for REALTORS®?**

Strongly Support	28	5%
Support	95	18%
Neutral/Don't Know	213	40%
Oppose	105	20%
Strongly Oppose	91	17%
<b>Total</b>	<b>532</b>	<b>100%</b>

**22. How many MLSs would you like to see in the United States five years from now?**

One	118	22%
Several large Multi-state MLSs - 50 or less (example wou	192	36%
Scores of MLSs, each covering a Metropolitan area or se	71	14%
A few hundred MLSs - some consolidation	81	15%
800-900 MLSs - about what we have today	70	13%
<b>Total</b>	<b>532</b>	<b>100%</b>

## Carolina Multiple Listing Service

### 23. Are you satisfied with the current pace of MLS consolidation and data sharing?

Yes	220	41%
No	191	36%
Don't Know	121	23%
<b>Total</b>	<b>532</b>	<b>100%</b>

### 24. Do you think the current trend of MLS data sharing is enough to meet your needs instead of MLS consolidation?

Yes	199	37%
No	223	42%
Don't Know	110	21%
<b>Total</b>	<b>532</b>	<b>100%</b>