

Washington Real Estate Licensee Profile 2012



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Washington Real Estate Licensee Profile: 2012

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All Licensees

This section will provide a brief snapshot of all real estate licensees in Washington State. Based upon the survey results, it will also provide detailed descriptions of the personal backgrounds, real estate practices, production, income, and firm characteristics of the respondents to the survey. Other topics addressed in the questionnaire (home office/broker supervision, personal assistants, sales teams, brokerage relationships/agency, continuing education and social media) will be addressed in subsequent chapters. A total of 1,171 licensees responded to the survey, which was conducted totally on-line. This is about 100 more responses than used in the 2005 report, but the data was collected at a significantly lower cost.

Profile Sketch

The “typical” (most frequent response or median of a distribution) real estate licensee in late 2012 in the state of Washington was male, 52 years of age, and has been involved in the business for sixteen years. Nearly all of that experience has come within Washington. He is licensed and operates as a residential broker. He has attended some college, but has not yet earned a degree (although over half of licensees have a bachelors or advanced degree). He has a real estate income (after business expenses) of \$49,000, accounting for 60 percent of his household’s income. He works about 45 hours a week at an effective wage of \$20 per hour. He lives and works in the Puget Sound region. The firm for which he works is an independent firm. He has no ownership interests in the firm, and is affiliated as an independent contractor.

Table 1 provides summary information about the total licensee base and about the holders of each type of license. This table will serve as a reference to the summary descriptions of all licensees, and for comparisons across license categories contained in this chapter. Subsequent chapters profile the holders of each license category in far more detail.

Table 1
Snapshot of Real Estate Licensees by License Held
(Percentage Distributions)

	All Licensees			Designated Brokers			Managing Brokers			Brokers		
	2012	2005	1998	2012	2005	1998	2012	2005	1998	2012	2005	1998
License Held												
<i>Designated Broker</i>	19.1	8.8	12.4	100	100	100						
<i>Managing Broker</i>	28.4	16.6	18.3				100	100	100			
<i>Broker</i>	52.5	74.7	69.2							100	100	100
Years Licensed Overall												
<i>Median</i>	16	8	10	23	22	21	23	18	17	9	5	8

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	All Licensees			Designated Brokers			Managing Brokers			Brokers		
	2012	2005	1998	2012	2005	1998	2012	2005	1998	2012	2005	1998
<i>Average</i>	18	11	12	23	23	21	23	19	17	13	9	10
Years Licensed in Washington												
<i>Median</i>	14	7	9	20	18	19	21	16	15	9	4	7
<i>Average</i>	16	10	12	21	20	19	21	17	17	12	8	9
Licensee Age												
<i>Median</i>	52	51	50	58	57	52	61	57	52	54	48	49
<i>Average</i>	56	50	49	57	56	54	58	55	52	54	49	48
Gender (%)												
<i>Male</i>	55.9	54.3	53.9	67.4	79.5	75.0	63.5	56.6	58.6	49.7	50.7	49.4
<i>Female</i>	44.1	45.7	46.1	32.6	20.5	25.0	36.5	43.4	41.4	50.3	49.3	50.6
Education (%)												
<i>High School or less</i>	5.5	7.6	4.8	4.3	3.4	2.0	4.7	4.3	2.8	6.1	8.9	5.7
<i>Some College (No Degree)</i>	32.5	35.4	39.5	30.0	29.5	34.0	29.0	29.9	39.6	33.4	37.3	40.4
<i>Associate's Degree</i>	11.0	11.2	10.2	5.2	8.0	9.0	10.4	11.0	11.1	12.8	11.7	10.4
<i>Bachelor's Degree</i>	30.9	26.8	25.1	34.8	29.5	24.0	28.7	32.9	25.0	29.1	25.0	25.2
<i>Graduate Study</i>	20.1	19.0	20.4	25.8	29.6	31.0	27.2	21.5	21.5	18.6	16.8	18.3
Real Estate Income (\$)												
<i>Median</i>	49,000	60,000	42,000	62,500	110,000	52,200	65,000	82,000	65,000	40,000	50,000	40,000
<i>Average</i>	83,268	89,363	63,500	111,528	146,498	102,900	93,063	111,392	72,500	67,779	74,520	53,700
% of Household Income												
<i>Median</i>	50	65	68	70	80	70	61	75	80	50	60	60
<i>Average</i>	56	63	65	62	76	66	62	70	75	54	60	62
Hours Worked In Real Estate												
<i>Median</i>	45	40	44	50	50	45	45	45	45	40	40	40
<i>Average</i>	44	42	43	47	45	43	45	44	44	43	41	42
Region of State (%)												
<i>Northwest</i>	4.7	8.3	5.9	7.5	10.6	7.3	4.7	9.0	5.0	4.2	7.6	5.9
<i>Puget Sound</i>	41.9	64.0	68.6	42.7	55.3	65.6	54.6	71.2	66.4	35.3	63.3	69.8
<i>Southwest</i>	5.7	7.9	7.6	10.3	3.8	8.3	5.8	5.1	7.9	3.8	9.2	7.4
<i>Olympic Peninsula</i>	4.1	4.5	3.8	5.3	5.8	3.1	4.2	3.2	4.3	3.6	3.8	3.8
<i>Urban East</i>	37.6	10.6	9.3	26.3	7.7	8.3	26.7	9.6	8.6	47.1	11.1	9.6
<i>Rural East</i>	6.0	4.8	4.8	7.8	11.5	7.3	3.9	1.9	7.9	5.9	4.2	3.6
Business Specialty (%)												
<i>Residential</i>	67.5	74.4	69.9	48.0	50.9	41.4	64.6	73.8	74.3	74.3	78.6	73.7
<i>Commercial/Investment</i>	12.0	6.8	9.9	13.1	15.1	21.8	14.8	12.5	11.4	10.1	4.2	7.4
<i>Property Management</i>	7.1	7.5	10.8	16.0	10.4	16.1	5.8	4.2	7.9	5.6	7.8	10.6
<i>Administration</i>	4.5	3.7	2.3	10.3	9.4	6.9	6.2	3.6	2.9	1.6	2.7	1.4
<i>Farm/Land</i>	2.0	2.9	2.6	2.9	0.9	6.9	1.2	3.0	1.4	2.7	3.1	2.2
<i>Other</i>	6.9	4.6	4.5	9.7	13.2	6.9	7.4	3.0	2.1	5.6	3.6	4.6
Function in Firm (%)												
<i>Manager, no selling</i>	7.2	2.9	3.3	15.1	11.4	14.9	10.2	1.2	2.9	3.3	2.0	1.5

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	All Licensees			Designated Brokers			Managing Brokers			Brokers		
	2012	2005	1998	2012	2005	1998	2012	2005	1998	2012	2005	1998
<i>Manger, selling</i>	22.7	9.0	11.6	65.1	51.4	70.1	31.3	6.2	10.1	9.7	3.4	4.8
<i>Salesperson</i>	64.8	78.5	75.1	11.6	13.3	12.6	54.9	84.0	79.1	82.7	86.9	84.4
<i>Other</i>	5.3	9.7	10.0	8.1	23.8	17.2	3.7	8.6	7.9	4.3	7.9	9.4
Ownership Interest (%)												
<i>Sole Owner</i>	13.3	6.7	7.3	50.0	50.0	53.8	14.2	0.6	0.7	4.5	1.6	0.8
<i>Part Owner</i>	14.5	9.6	10.2	33.1	34.2	29.7	15.7	9.6	10.3	8.7	5.7	6.8
<i>None</i>	72.2	83.7	82.5	16.9	13.8	16.5	70.1	89.7	89.0	86.9	92.7	92.4
Non-owner Affiliation (%)												
<i>Independent Contractor</i>	88.9	90.2	86.7	51.5	60.0	60.0	85.1	94.8	89.2	92.7	90.1	87.1
<i>Employee</i>	11.1	9.8	13.3	48.5	40.0	40.0	14.9	5.2	10.8	7.3	9.9	12.9
Franchise Affiliation (%)												
<i>Independent</i>	50.4	44.2	49.1	78.1	74.5	83.8	48.9	37.4	48.9	44.9	40.7	42.9
<i>National Franchise</i>	32.1	34.1	32.6	11.6	17.9	8.9	29.9	32.3	33.6	37.4	36.9	36.7
<i>Regional/Local Franchise</i>	17.4	21.7	18.3	10.3	7.5	7.8	21.3	30.3	17.5	17.7	22.4	20.4

License Background

Throughout the report the current license names are reflected back to the license names prior to 2010. Thus, individuals who were licensed as salespersons in the prior survey are referred to as brokers in this report. Previous associate brokers are now called managing brokers and brokers in the old system are now called designated brokers for survey purposes.

Only 53 percent of the responding licensees reported holding a broker's license. This was 21 percent lower than the proportion of brokers that was reported in the 2005 survey. Compared to final licensee counts from the Department of Licensing, 63 percent of licensees are either active or inactive brokers.

About 10 percent of Washington licensees reported they are also licensed in another jurisdiction, primarily Oregon, California or Idaho. Washington's real estate licensees reported holding licenses from 17 separate states, from Florida to Maine; from Hawaii to Alaska; and from Ohio to Texas. No Canadian licenses were reported.

Respondents to the survey serve a broad cross section of the state of Washington. Respondents indicated they do business in each of the 39 counties in the state. King, Spokane, Snohomish, Pierce, Stevens and Thurston, in that order, were mentioned most frequently. More than one third of the respondents indicated they worked in a single county, while 40 percent reported that they conducted business in three or more counties. These implied that Washington real estate licensees were more likely to conduct business in multiple counties than they had been in 2005's overheated market when only 23 percent worked more than two counties. It must also

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be noted that some of this apparent shift may be due to the heavy response from Spokane where licensees often work across the state line in Idaho.

Personal Background

The median age of respondents was 52 and the mean was 56. The median was essentially unchanged from the last profile, but the mean was somewhat older.

An increasing share of licensees are age 60 or older as “survivors” of the recession age in the business.

Slightly more than half of the broker licensees are female, while 36.5 percent of managing brokers (43 percent in 2005) and 32.6 percent of designated/individual brokers (21 percent in 2005) are women.

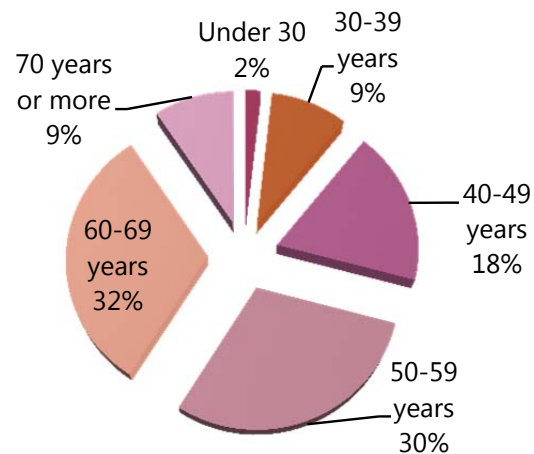
Just over 93 percent of all responding real estate licensees are white, compared to 77 percent of the state’s population as tallied by the U.S. Census Bureau in 2010. The second most prevalent ethnic group identified themselves as multiracial, representing three percent of the industry, followed by Asian/Pacific Islander at 0.7 percent. Both the multiracial and Asian percentages are lower compared to the last survey, despite reaching out to minority groups during survey administration.

About 2.5 percent of respondents identified themselves as of Hispanic origin. This is a marginally lower percentage than was reported in the last survey and also well below the 11 percent of Washington residents who are of Hispanic origin, as reported by the U.S. Census Bureau.

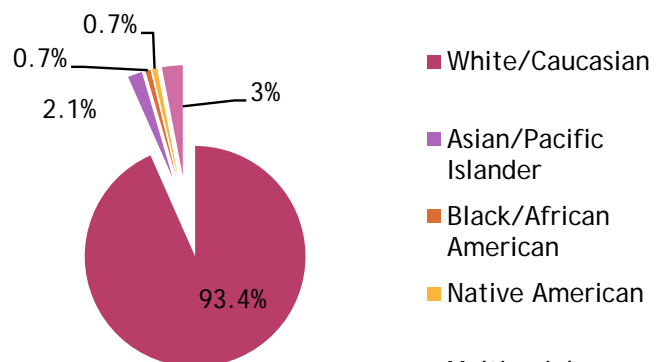
Meanwhile, only 1.4 percent of respondents indicated a language other than English as the primary language spoken in their home. Spanish and Korean represent half of the foreign languages reported.

A majority of respondents (62 percent) have obtained at least a two-year degree (compared to 57 percent in 2005). As expected, higher levels of education are observed at the more senior

Age of Real Estate Licensees



Racial Composition of Licensees

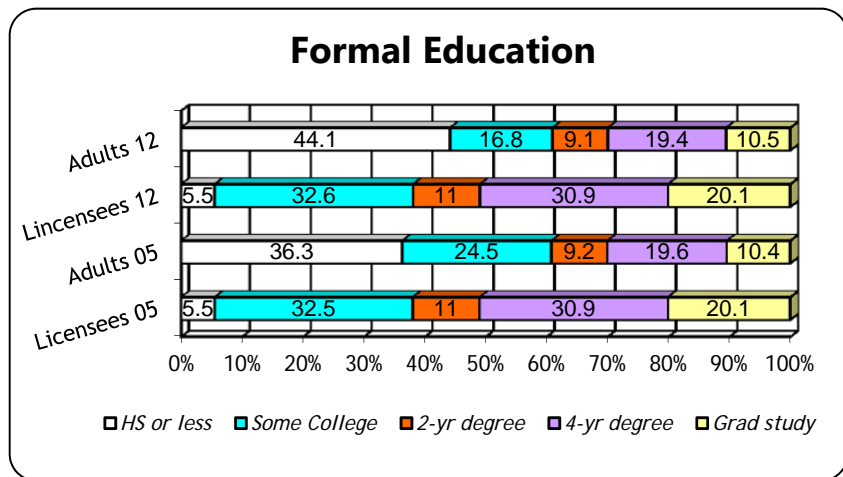


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levels of licensure. The largest single group of real estate licensees attended college, but did not complete a degree. Real estate licensees in Washington have significantly higher levels of formal education than the overall adult population of the state, which itself boasts higher educational achievement than adults nationally.

Nearly 70 percent of all licensees in Washington who responded to the survey have obtained at least one industry designation, with 38 percent of the respondents indicating they have achieved two or more

designations. Designations are more prevalent in the current survey than they were in 2005 and 1998, when only 33.7 and 26.8 percent of respondents, respectively, indicated holding a designation. This is consistent with the proliferation of designation offered by various industry groups. The level of educational content and practical experience is highly variable across designations.



Most of the designations are affiliated with the Washington Association of REALTORS® or one of the National Institutes, Societies and Councils under the REALTOR® umbrella. The Graduate REALTOR® Institute (GRI) is the most frequently encountered credential, followed by the Accredited Buyers Representative (ABR) and the Certified Residential Specialist (CRS).

Table 2
2012 Real Estate Designations
(Percents)

Designation	% All Licensees	% Licensees with Designations
GRI, Graduate REALTOR® Institute	26.0	37.5
ABR, Accredited Buyers Representative	24.8	35.8
CRS, Certified Residential Specialist	19.1	27.6
SRES, Senior Real Estate Specialist	17.9	25.9
CNE, Certified Negotiation Expert	6.8	9.9
CPM, Certified Property Manager	6.8	9.9
CCIM, Certified Commercial Investment Member	6.4	9.3
CRB, Certified Real Estate Broker	5.4	7.8
An appraisal designation	1.6	2.3
Other, REALTOR®	5.2	7.6
Other, non-REALTOR®	27.7	39.2

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Eighty-three percent of respondents indicated they were members of the Washington Association of REALTORS®, the real estate industry trade association. This seemingly represents a small increase from 2005, when just over 80 percent of responding licensees indicated they were REALTORS®. While statistically this is a greater proportion than in 2005, the increase must be considered cautiously. Washington REALTORS® indicates a smaller proportion of the licensee base are actually members. Since industry groups with significant participation by the members were offered personalized survey results, some actively encouraged the members to respond, increasing the appearance of association membership. Twenty-five percent of licensees reported being members of at least two organizations.

Real Estate Practice

The survey allowed analysis of business specialty from a couple of perspectives. First, the area to which the respondent indicated he/she devoted the most time was treated as the specialty. Second, the proportion of activity (hours worked) devoted to each specialty was averaged across all respondents. The top activities did not change relative position, regardless of approach, but the magnitudes changed somewhat.

As expected, residential brokerage was the specialty of the largest share of responding licensees (67.5 percent) who indicated that residential activity was their most time-consuming. On average it represented only 64.3 percent of total activity. Commercial/ investment was the secondary specialization, reported by 12.0 percent of respondents and representing 13.8 percent of total activity. Compared to the 2005 survey, both property management and residential brokerage have declined, commercial and administration/ management have increased. It must be noted that the Commercial Brokers Association actively encouraged their members to respond, potentially increasing the perceived importance of commercial brokerage, which may well have been underreported in previous surveys.

While the public perception may be that real estate is an easy business for someone to work part time, the reality is that real estate licensees are rarely successful without putting in long hours, often nights and weekends. Only 10.8 percent of active licensees responding to the survey considered themselves part time in the business, and roughly 40 percent of those indicate they spend at least 20 hours per week on their real estate business.

Table 3
Business Specialization

Specialty	% Specializing	Average % Time Spent
Residential	67.5	64.3
Commercial	12.0	13.8
Property Management	7.1	6.9
Administration/Management	4.5	4.6
Farm/Land	2.0	3.3
Building/Development	1.9	1.7
Other	5.0	5.6

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Fewer licensees responding to this survey indicated they work part time than in 2005, largely because it was much harder to be successful throughout the recession and early stages of recovery. Among all licensees a median of 45 hours per week were devoted to their real estate business and the mean was a nearly identical 43.9 hours.

Moonlighting in real estate while holding another job has worked for some real estate licensees. In this survey 14.1 percent of licensees indicated they have another current occupation, lower than the proportion reported in 2005. Some of the decline may be attributable to lost job opportunities in other industries, forcing the licensees to temporarily rely exclusively on real estate until jobs become available in other business sectors. Many of the current other occupations are not generally considered as allied to real estate.

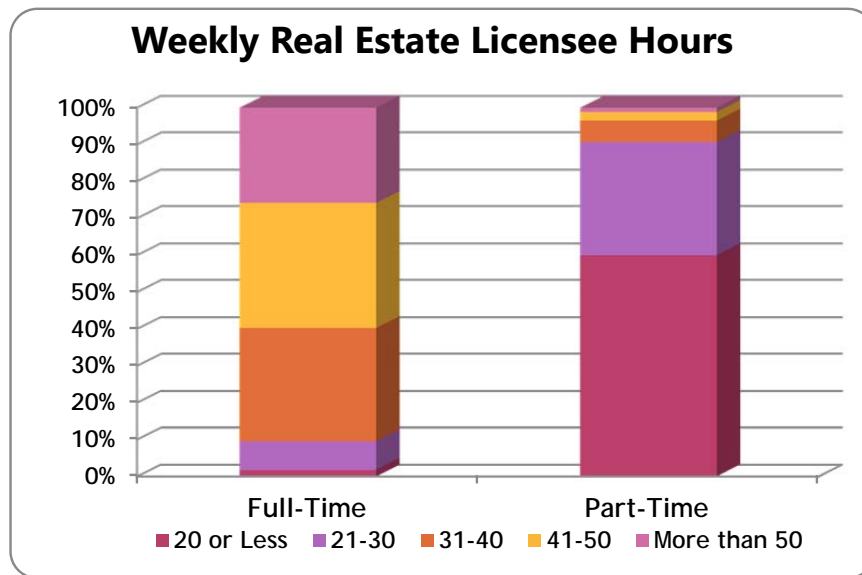


Table 4
Other Current Occupations

(Percent of licensees for whom real estate is not a sole occupation)

Allied Occupation	Percent	Non-Allied Occupation	Percent
Sales/Marketing	10.0	Business Owner	11.0
Management/Administration	8.0	Government	10.0
Banking/Finance	4.0	Art/Design	8.0
Law	4.0	Technology	6.0
Consulting	3.0	Teaching	6.0
Building/Construction	3.0	Transportation	5.0
Other	4.0	Health Care	3.0
		Other	14.0
Total	37.0	Total	63.0

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In general, real estate is not the initial career of most real estate licensees. Some 93 percent of respondents worked in some other business before they started in real estate. Significantly, over half of these individuals indicated their previous occupation was in a field closely related to real estate. The top five previous occupations were, in order of highest percentage:

- Management/Administration
- Sales/Marketing
- Building/Construction
- Banking/Finance
- Technology

Collectively, these five occupations accounted for 51.3 percent of the licensees who identified previous occupations. About 11.3 percent licensees have been affiliated with their current firm for less than one year, while 13.1 percent have had that affiliation for just 1-2 years. Over 35.7 percent of licensees in Washington have been affiliated with their current firm for more than 10 years.

The typical real estate licensee has worked for more than one firm, although the largest single group still works for the first firm. Median and average numbers of firms with which the licensees have been affiliated are two and three.

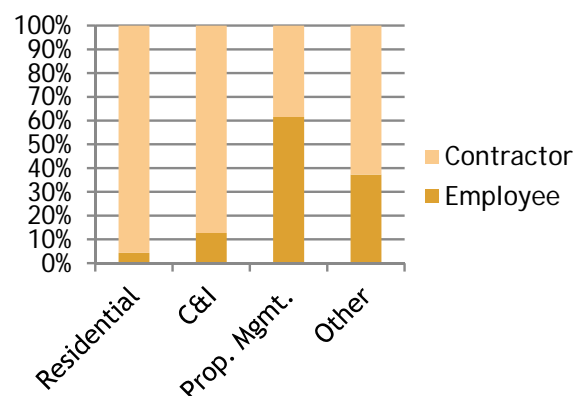
Table 5
Number of Real Estate Firms with Which Affiliated During Career
(Percentage Distribution)

	2012	2005	1998	1994
One	28.1	45.3	38.7	41.6
Two	25.6	24.2	26.2	25.3
Three	22.5	14.3	17.0	16.9
Four	11.7	7.9	8.7	8.1
Five or more	12.1	9.1	9.4	8.1

The vast majority, 72.2 percent, of licensees have no ownership interest in the firm with which they are affiliated. The largest group of owner is sole ownership, at 13.3 percent, followed by partner in partnership or stockholder and corporate officer, each at 6.9 percent. Under one percent of respondents indicated they had only a stockholder interest in the firm.

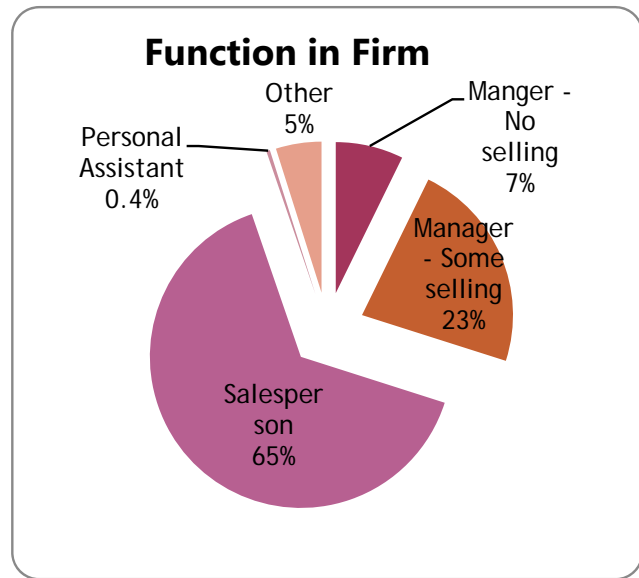
Among the licensees who do not have an ownership interest in the firm with which they are affiliated, the independent contractor relationship continues to predominate, at 88.9

Employee Status (Nonowners)



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percent. While this is a bit lower than in 2005, it remained about the 1998 result. Nearly two-thirds (65 percent) of licensees indicated their function within their firm was best described as salesperson, while the second largest group of respondents said they were managers who also did selling. The percentage of the "other" category, including the property management, has decreased to 5 percent. The most significant change between the 2012 and the 2005 survey is the weight of managing and some selling has increased significantly. It is possible that some of this increase is the result of licensees including management in their activities simply because they hold a managing broker license.

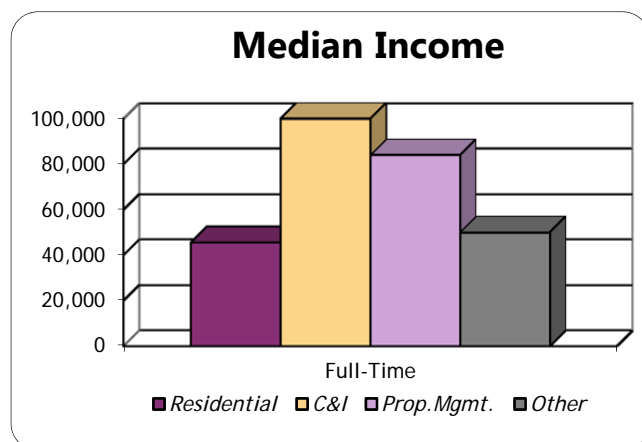


Production and Income

The typical respondent to the survey reported a median real estate income of \$49,000, well below the \$60,000 median observed in 2005 when the real estate market was booming. Earlier medians had been \$42,000 in 1998 and \$24,000 in 1994: \$24,000. The mean (average) income declined from \$ 89,363 in 2005 to \$ 83,268 in 2012.

Licensees who work either full-time or part-time in commercial real estate have the highest median income compared to other business specialties. However, the number of licensees responding to the survey as part-time specialists outside the residential practice is too small for meaningful analysis.

The typical residential specialist, regardless of license held and including part-time workers, engaged in 15 revenue transactions last year. Revenue transactions represent the sum of listings sold and personal sales, and are equivalent to "sides". There are two revenue transactions in each completed sale. In the 2005 study the typical licensee worked on 9 completed deals. Thus, the 2012 results represent a small drop in productivity. Also, 34 percent of licensees reported fewer than nine completed transactions.



The typical licensee in the survey participated in residential real estate transactions with a total market value of \$ 1,500,000.

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Real estate income represented more than 56 percent of household income, less than either of the last two surveys.

Table 6
Personal Production Estimates for Real Estate Licensees Specializing in Residential
(Summary Statistics)

Measure	Mean	Median	Quartile	
			1 st	3 rd
Listings Taken	31	9	3	17
Listings Sold	27	6	3	27
Personal Sales	42	9	4	14
Revenue Transactions	69	15	7	41
Residential Dollar Volume	\$10,634,935	\$1,500,000	\$350,000	\$3,314,000
Nonresidential Dollar Volume	\$1,308,000	\$0	\$0	\$14,750
Percent Time Residential	91	99	90	100
Personal Income	\$71,231	\$40,000	\$20,000	\$80,000
Effective Hourly Income	\$29.7	\$19.2	\$9.6	\$33.6
Proportion HH Income	56.4	50	30	90

Firm Characteristics

The largest group of respondents, 46.5 percent, indicated that the firm with which they are affiliated was organized as a corporation. This is somewhat lower than during the 2005 survey, perhaps owing to the large number of designated broker licensees who indicated they have single-person operations. The next most common form of the real estate firm is the limited liability company, representing 35.5 percent of the industry's participants in Washington, significantly above the 18.4 percent recorded in 2005. Then followed proprietorships, liability partnerships and partnerships at 9.9, 4.7 and 3.5 percent, respectively.

The range of firm sizes was from one to 2000 offices. About two percent of respondents indicated that there were at least 100 offices in their firm. Individual respondents probably interpreted the first size question differently, and certainly consumer understanding would be different still. If a franchisee owns a single office, it would be properly characterized as a one-office firm for the purposes of this survey. If, however, the franchisee owned multiple offices, all under that ownership should have been counted. Of course, consumers typically view all offices operating under the same franchise banner as a single organizational entity, just as they do a burger chain.

Just over half of the respondents indicated the firm with which they were affiliated was part of a national or regional franchise organization. As illustrated in the accompanying graph, this proportion has varied considerably from survey to survey.

Approximately 97 percent of licensees in Washington indicated that they participate in at least one Multiple Listing Service (MLS). Since the MLS is the lifeblood of residential real estate and

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Table 7
Number of Offices Operated by Firm
(Percentage distributions of Licensees)

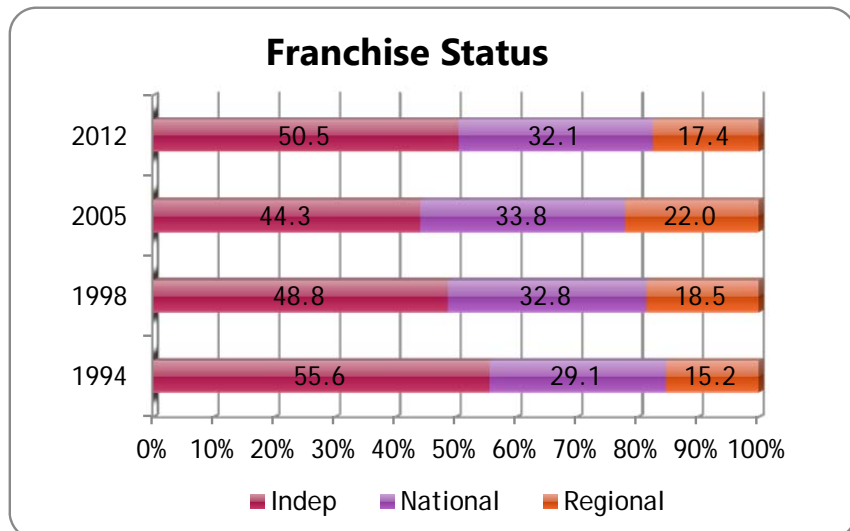
Offices	2012	2005	1998	1994
One	59.4	49.5	57.2	57.9
Two	10.9	14.2	12.6	14.3
Three of Four	10.7	11.8	8.4	8.0
Five to Nine	7.8	12.6	9.8	6.3
Ten or more	11.2	11.9	12.0	13.5

Washington as one of the most successful commercial MLSs in the country, this deep penetration is not surprising. Twenty-two percent indicated that they participate in two or more MLS's, a decrease from the 2005 survey result at 30 percent. This reflects the continued consolidation of multiple listing groups throughout the state. The largest MLS memberships were Northwest MLS, followed by Spokane MLS and the Commercial Brokers Association. Only three percent of respondents did not indicate holding any MSL membership.

Licensees who are not affiliated with a multiple listing service tend to be property management specialists. Of the non-MLS affiliated licensees, 84 percent work in the Puget

Sound region, with a higher concentration in the greater Seattle area. Roughly 44 percent of non-MLS participants are designated/individual brokers. Compared to 2005 at 14 percent, the present survey results indicate far more designated/individual brokers as non-participants in the multiple listing services.

Only 17 percent of licensees indicated they are not members of any REALTOR® association. Most licensees responding to the survey (78 percent) currently hold only one local REALTOR® association membership. Five percent claim membership in more than two local REALTOR® associations. As indicated previously, the Spokane Association actively promoted the survey to its members, resulting in 30 percent of the respondents indicating this membership, with the much larger Seattle-King County Association second with a 16 percent share. The next three largest membership responses were Tacoma-Pierce County, Washington State Commercial and Yakima.



Designated Brokers

Profile Sketch

The typical designated broker is a man who has been active in real estate for more than 20 years. He is white and in his late 50s. He has a four year college degree, with one real estate designation. He splits his time among real estate business specialties and firm management. Hard work, at least 50 hours per week, is typical and yields the reward of a median net income of \$62,500 a year. Rarely did a real estate broker begin his career in real estate. Instead, designated brokers honed their management or marketing skills in business. The vast majority has toiled in more than one real estate firm, but more than half have been with their current firm for more than ten years. While they have managerial responsibilities, they often still engage in real estate transactions themselves. Designated brokers are most likely to be affiliated with an independent (non-franchise) single-office firm, and to have at least some ownership interest in that firm, in fact 50 percent indicated they were the sole owner. While there are modest variations in this profile compared to the 2005 survey, the results are remarkably similar.

Licensee Background

Median and average years of experience of designated brokers are 23 and 22.85; median and average years of 20 and 20.65 years in Washington State. Over half of the holders of these licenses have more than 20 years of experience in the real estate industry (58% in general and 52% in WA).

Table 8
Real Estate Experience
(Percentage Distributions of Designated Brokers)

Experience	2012	2005	1998	1994
5 Years or less	7.2	8.1	4.3	11.6
6-10 Years	11.9	10.6	13.3	13.0
11-15 Years	12.8	14.2	13.2	17.8
16-20 Years	12.8	11.6	14.5	21.2
More than 20 Years	55.3	55.5	54.6	36.3
Mean	23.0	22.0	21.0	19.0
Median	23.0	22.0	21.0	18.0

This group is most likely to be male, about 32.6 percent are female (20.5 percent in 2005) and white (96.4 percent) compared to other license categories. About 84 percent of designated brokers at least 45 years old. In an increasingly complex real estate industry, it comes as no surprise that the individuals holding the responsibility for the operation of real estate firms and offices have more formal education.

Washington Real Estate Licensee Profile: 2012

More than a quarter of designated brokers indicated a level of general education beyond the completion of a four-year degree. Only 4.3 percent of designated brokers stopped formal education with no more than a high school diploma.

Designated broker licensees also show their commitment to education within the industry through the designations they have earned. A total of 70 percent of designated brokers in Washington have earned at least one real estate designation. Twenty-five percent of broker licensees hold three or more designations. The designation most frequently identified is the Graduate REALTORS® Institute (GRI). The GRI is held by 22.4 percent of the state's designated brokers. The second most frequently encountered designations held by designated brokers are the Certified Real Estate Broker (CRB) and Certified Residential Specialist (CRS) both at 16.3 percent.

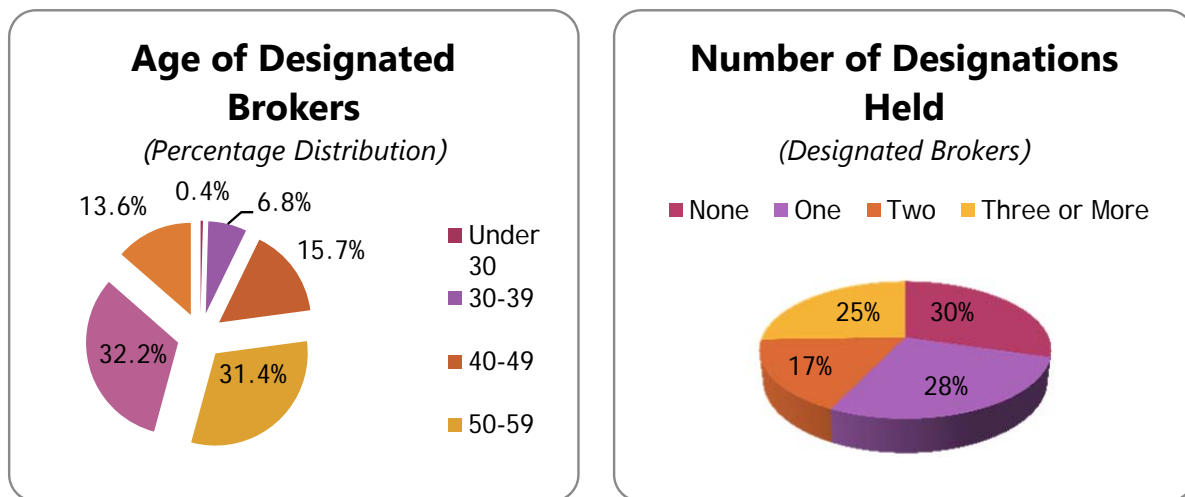


Table 9
Real Estate Designations
(Percents)

Designation	% all Designated Brokers	% Designated Broker with Designations
GRI, Graduate REALTOR® Institute	22.4	31.9
CRB, Certified Real Estate Broker	16.3	23.2
CRS, Certified Residential Specialist	16.3	23.2
ABR, Accredited Buyers Representative	13.3	18.8
CCIM, Certified Commercial Investment Member	13.3	18.8
SRES, Seniors Real Estate Specialist	11.2	15.9
CPM, Certified Property Manager	8.2	11.6
CNE, Certified Negotiation Expert	5.1	7.2
An appraisal designation	0.0	0.0
Other, REALTOR®	6.1	8.7
Other, non-REALTOR®	29.6	42.0

Washington Real Estate Licensee Profile: 2012

Real Estate Practice

Despite having the responsibility for managing real estate firms and offices, the largest group, by far, of designated brokers indicate a specialization in residential brokerage rather than administrative. That may mean, however that their managerial duties are primarily in the residential arena.

Table 10
Business Specializations
(Percents)

Specialty	% Specializing	Average % of Time Spent
Residential	48.0	45.9
Property Management	16.0	15.1
Commercial	13.1	15.3
Administration/Management	10.3	10.5
Building/Development	5.1	4.4
Farm/Land	2.9	3.5
Other	4.6	5.5

Designated brokers responding to the 2012 survey were hard workers, with fewer than 10 percent indicating they typically worked fewer than 30 hours per week.

Over 92 percent of the designated broker respondents worked full-time and 12 percent indicated that real estate was not their only occupation (14 percent in 2005).

Table 11
Hours per Week in Real Estate
(Percentage Distributions of Designated Brokers)

	2012	2005	1998	1994
Fewer than 30 Hours	9.1	16.5	19.1	12.1
30-39 Hours	10.8	7.7	12.3	10.6
40-49 Hours	25.0	25.1	21.5	25.0
50-59 Hours	29.5	29.8	28.3	22.8
60 Hours or More	25.6	22.1	18.9	29.5
Average	46.6	44.0	43.0	46.0
Median	50.0	50.0	45.0	50.0

Despite this commitment to the industry, 12 percent indicated that real estate was not their only occupation. Surprisingly, their jobs were not generally closely allied to their real estate work; however, the largest group allied to real estate was management/administration.

Washington Real Estate Licensee Profile: 2012

Just over 11 percent of designated brokers began their career in real estate. Significantly, those who had other occupations before entering real estate were most likely to have worked previously in some sort of managerial position. Managerial occupations, sales and marketing, building and construction, and banking and finance were the four leading prior occupations.

Table 12
Previous Broker Occupations
(Percentage Distributions of Designated Brokers)

Allied Occupation	Percent	Non-Allied Occupation	Percent
Management/ Administration	14.8	Military	6.0
Sales/ Marketing	10.1	Accounting	5.4
Building/ Construction	7.4	Teaching	5.4
Banking/Finance	6.7	Entrepreneur	4.0
Law	4.0	Student	4.0
Other	7.4	Other	24.8
Total	50.4	Total	49.6

Only 6.8 percent of designated brokers do not hold an MLS membership. The two leading MLS memberships for designated brokers were Northwest MLS and the Commercial Brokers Association, which together represented nearly 80 percent of designated brokers in the state.

A surprising 32.1 percent of responding designated brokers indicated they do not currently hold Washington local REALTOR® association membership. Since many designated brokers are single-person firms in the greater Seattle area where both the residential and commercial MLSs are independent of the REALTOR® organization, at least some of the higher than average non-member statistic is understandable.

Over half of designated broker respondents have been with their current firm for more than 10 years, and fewer than five percent were in their first year with the firm.

Table 13
Duration of Designated Broker Affiliation with Current Firm
(Percentage of Distribution)

	2012	2005	1998	1994
Less than 1 Year	4.5	5.6	9.5	10.2
1-2 Years	10.1	9.3	9.2	6.6
3-5 Year	15.7	15.7	17.7	18.2
6-10 Years	16.9	17.6	17.6	16.8
More than 10 Years	52.8	51.9	46.0	43.7

Washington Real Estate Licensee Profile: 2012

About 20.1 percent of brokers indicate they are still affiliated with their first firm. The largest group is affiliated with their second firm, but 15.5 percent have been affiliated with at least five separate real estate firms.

Table 14
Number of Firms Affiliated During Career to Date
(Percentage Distributions of Designated Brokers)

	2012	2005	1998	1994
One	20.1	15.9	24.3	16.9
Two	25.3	24.3	30.0	33.8
Three	24.7	21.5	15.3	19.9
Four	14.4	15.0	18.2	16.9
Five or More	15.5	23.4	12.3	12.5

Production and Income

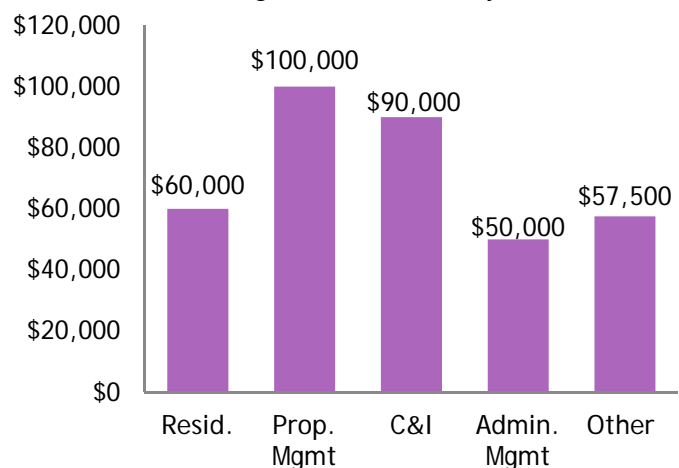
Individuals holding designated brokers licenses report the highest aggregate incomes among all real estate license categories. Their average income in 2012 was \$111,528, representing a decline of 23.9 percent from the 2005 average of \$146,498. Despite the decline, the current average income is still 20 percent above the managing broker statistic. However, when attention shifts to the median, the managing brokers have a somewhat higher income. Consistent with the changing real estate market, median income for designated brokers declines for \$139,000 in 2005 to \$62,500 in the current survey.

Stockholder/Officer is the most lucrative ownership for designated brokers with a median income of \$77,500, followed closely by sole owners at \$75,000. Designated brokers with no ownership interest in the firm had the lowest median income.

The most lucrative business specialty is property management, followed by the commercial/investment, which had been

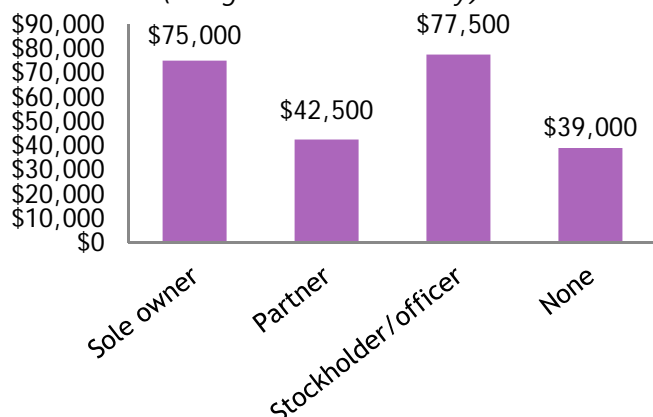
Median Income Comparison

(Designated Brokers Only)



Median Income by Ownership

(Designated Brokers Only)

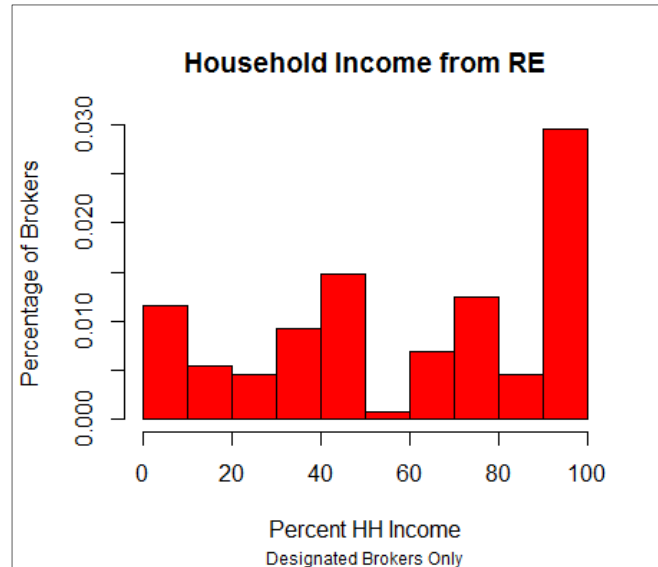


Washington Real Estate Licensee Profile: 2012

the most lucrative specialty in both the 1998 and 2005 studies. The variation among the specialties has greatly decreased compared to the 2005 report.

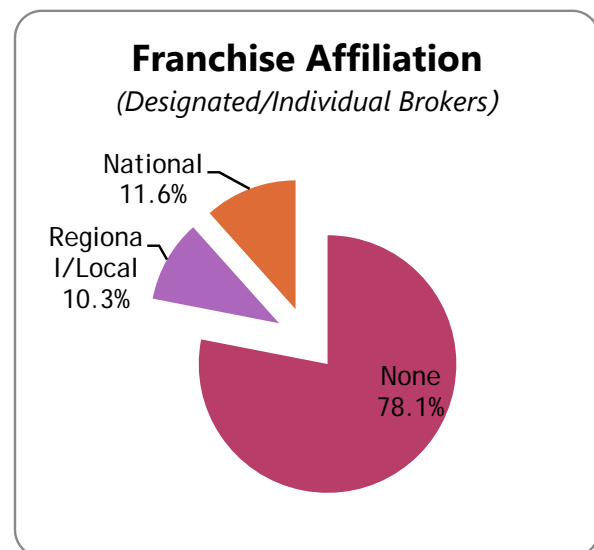
Designated brokers reported the highest effective wage, with a median of \$26.93 and an average of \$45.27 per hour worked. The top quarter of real estate designated brokers earned an effective \$44.39 or more, per hour. Just over ten percent of designated broker respondents reported having effective incomes of at least \$96 an hour.

Designated brokers are heavily dependent on their real estate income for their family's well-being. Their real estate income typically represents nearly 70 percent of the total household income, well above the median for other license levels. In 43 percent of the cases the real estate income represents at least 80 percent of the total household income.



Firm Characteristics

Eighty-three (83.0) percent of the designated brokers were affiliated with a single-office firm. This result is consistent with the findings from the previous surveys in 2005, 1998 and 1994 which showed percentages of 83.7, 88.2 and 90.0, respectively. By definition, designated brokers are the owners/managers of these firms. Only 16.9 percent of these brokers indicated they have no ownership interest in the firm. Half of designated brokers are the sole owners of the firm.



Approximately 12 percent of designated brokers in Washington are affiliated with national franchises. This represents a decrease from 2005 when about 18 percent were reported as working for national franchises. Regional powerhouses Windermere and John L. Scott were reported as the franchise organizations with which over 58.3 and 33.3 percent of the designated brokers were affiliated.

The typical designated broker works in an office with a total of eight other persons, six licensees and two support staff. Looking at averages, rather than medians, the office size jumps to 18.4, including 15.3 licensees.

Managing Brokers

Profile Sketch

As expected, the managing broker licensees were very similar to what was reported as Associate Brokers in previous surveys.

The typical managing broker is a man who has been a real estate licensee for 23 years. He is 61 years old, and has attended some college, but has not yet earned a degree. He works long hours, typically more than 40 hours a week, and earns about \$65,000 a year. The typical effective hourly income is \$26.10. In most respects, this snapshot is very similar to the one prepared in 2005, the greatest differences are the income decreases, from a median of \$82,000 in 2005 to the reported \$65,000 in 2012.

Personal Background

Managing brokers responding to the survey indicated earning their first real estate license in Washington between the years of 1959 and 2013, with just under half having earned their license after 1989. While the measures of central tendency show modestly higher levels of experience by managing brokers (decrease among relatively inexperienced (5 years or less) and increase among very experienced (more than 20 years). The severity of the recession reduced the propensity to move to the managing broker license. This was compounded by the license title as licensees who were currently broker not supervising other licensees questioned whether holding a managing broker license would confuse potential clients and lead to more liability claims.

Table 15
Real Estate Experience
(Percentage Distribution of Managing Brokers)

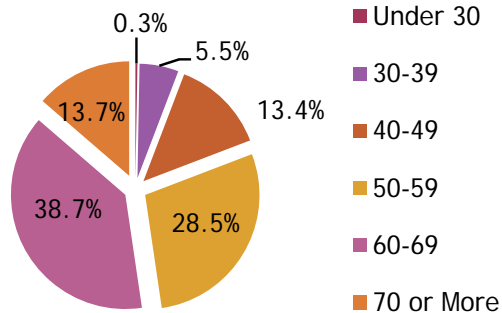
	2012	2005	1998	1994
5 Years or Less	6.9	12.9	2.9	9.6
6-10 Years	19.0	10.6	22.4	19.2
11-15 Years	8.9	16.8	21.0	18.7
16-20 Years	13.5	14.9	18.1	26.5
More than 20 Years	51.7	44.8	35.7	26.0
Mean	21.4	19.0	17.0	17.0
Median	21.0	18.0	17.0	16.0

Relatively few of Washington's managing broker licensees are also licensed in other states. A total of 8.9 percent of managing brokers indicated they maintain dual licenses, with Idaho being the most common overlap jurisdiction, at 4.1 percent. Those licensees who work in multiple

Washington Real Estate Licensee Profile: 2012

jurisdictions typically earn about 27 percent of their real estate income outside of Washington. The fact that two of Washington's metropolitan counties are adjacent to neighboring states' population centers increases the opportunity for professional activity in other jurisdictions.

Age of Managing Brokers



Managing brokers are a mature group, with a median age of 61 and an average age of 58 years. Only 0.3 percent of managing brokers are under the age of 30, while half of them are 60 years of age or older. Fewer managing brokers were in the younger two categories and far more were in the older two groups.

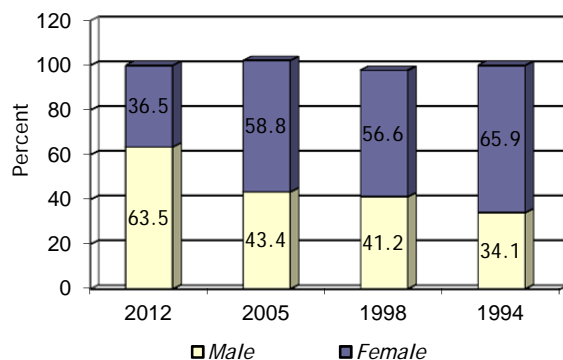
Nearly two-thirds (63.5 percent) of managing brokers were male. This accelerates the trend of increased male representation at this level since the initial survey in 1994.

The vast majority of managing brokers are Caucasian, with just five percent racial minorities. This proportion is the same as in the 2005 report. The largest minority group was multiracial, accounting for 2.4 percent. Less than one percent indicated they were of Hispanic heritage. These results have a high potential variability, however, since there were only 14 non-Caucasian managing broker respondents.

The education level of managing brokers is well above that for Washington residents of similar ages. The largest group, 29 percent, has attended college but did not complete a degree, while 28.7 percent has attained their bachelor's degree. Over 66 percent of managing brokers have at least an associate's (two-year) degree. More than one out of every four managing brokers has continued their formal education beyond their bachelor's degree.

Managing brokers have also continued their professional education by obtaining designations offered within the real estate industry. Significantly, 79.3 percent of managing broker respondents indicated holding a designation, compared to 60 percent in 2005 and 45 percent in 1998. Over half (54.3 percent) of managing broker respondents reported holding more than one designation. The most prevalent designation encountered was the Graduate REALTOR® Institute (GRI).

Gender of Managing Brokers



Washington Real Estate Licensee Profile: 2012

Table 16
Real Estate Designations
(Percents)

Designation	% Managing Brokers	% Managing Brokers with Designations
GRI, Graduate REALTOR® Institute	33.5	44.9
ABR, Accredited Buyers Representative	24.2	36.4
CRS, Certified Residential Specialist	23.1	30.9
SRES, Senior Real Estate Specialist	14.8	19.9
CRB, Certified Real Estate Broker	9.3	12.5
CCIM, Certified Commercial Investment Member	6.0	8.1
CNE, Certified Negotiation Expert	4.9	6.6
CPM, Certified Property Manager	3.3	4.4
An appraisal designation	1.1	1.5
Other, REALTOR®	6.0	8.1
Other, non-REALTOR®	29.7	39.7

Real Estate Practice

Nearly two-thirds of managing brokers specialize in residential brokerage. While the license title would suggest managerial/administrative responsibilities, only 6.2 percent actually specialize in that activity, and it represents less than five percent of the time worked by managing brokers.

Table 17
Business Specialization of Managing Brokers
(Percents)

Specialty	% Specializing	Average % of Time Spent
Residential	64.6	44.7
Commercial/Investment	14.8	12.7
Administration/Management	6.2	4.6
Property Management	5.8	4.8
Building/Development	1.9	1.4
Farm/Land	1.2	1.9
Other	5.4	4.4

Another way to understand the activities of managing brokers is to examine the role they play in real estate firms. Most managing brokers continue to function as salespeople or leasing agents, with 54.9 percent of people describing themselves in that manner. Only 10.2 percent function

Washington Real Estate Licensee Profile: 2012

without any selling, while 31.3 percent both manage and sell. Those engaged in other activities, including property management, appraisal, developing, etc., represent 3.7 percent of managing brokers.

In addition to a broader range of specialization, managing brokers tend to invest more time in their careers than their counterparts with broker licenses. Not surprisingly, 91.4 percent of managing brokers indicated real estate as a full-time occupation. This most recent data shows that 22.7 percent of managing brokers work fewer than 40 hours a week, less than the 28.2 percent indicated in 2005. Of course, the real estate market was far more robust in 2005 as well, allowing managing brokers to squeeze in more leisure time while maintaining higher levels of income. A larger proportion, at 19.5 percent, works at least 60 hours a week on their real estate activities. In the aggregate, the dedication to real estate in terms of hours worked by managing brokers has changed little in the past 18 years.

Table 18
Hours per Week in Real Estate
(Percentage Distributions of Managing Brokers)

	2012	2005	1998	1994
Fewer than 30 Hours	9.4	13.2	13.5	7.2
30-39 Hours	13.3	15.0	6.2	13.0
40-49 Hours	32.0	28.2	34.6	31.3
50-59 Hours	25.8	22.8	26.2	28.4
60 Hours or More	19.5	21.0	19.6	20.2
Mean	44.7	44.0	44.0	45.0
Median	45.0	45.0	45.0	48.0

Like the other licensee groups, real estate was not the managing brokers' initial occupation. Only 6.4 percent indicated they began their work career in real estate. The 2012 survey shows an increase in the percentage of managing brokers who worked in an allied field prior to beginning their practice of real estate. The recent survey shows a rise of six percent, from 52 in 2005 to 58 in 2012.

While the previous professions of managing brokers are diverse, they can be categorized as allied or non-allied to real estate activities.

Only 1.6 percent of managing brokers do not hold an MLS membership. Most (78 percent) currently hold membership in a single MLS. Given the broad market coverage of NWMLS, it comes as no surprise that 60 percent of managing brokers are their members. The Commercial Brokers Association had the next largest share of managing broker members (28 percent). Nearly 60 percent of managing broker are holding Northwest MLS membership, followed by CBA-Commercial at 28 percent.

Washington Real Estate Licensee Profile: 2012

Table 19
Previous Occupation of Managing Brokers

(Percentage Distribution of Licensees with Prior Careers)

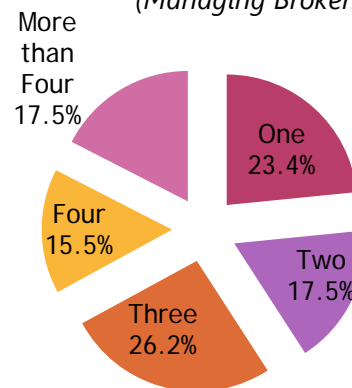
Allied Occupation	Percent	Non-Allied Occupation	Percent
Management/Administration	20.1	Government	5.6
Sales/ Marketing	16.7	Business Owner	4.3
Banking/Financing	6.8	Technology	4.3
Building/Construction	5.1	Teaching	3.8
Law	3.0	Student	3.4
Other	6.0	Other	20.9
Total	57.7	Total	42.3

Eighteen percent of managing brokers do not indicate holding any Washington local REALTOR® association membership. The most frequent memberships indicated by managing brokers were the Seattle-King County Association and the Spokane County Association.

Managing brokers contribute significant stability to the industry. Not only have they toiled in real estate for many years, they have also developed strong loyalties to the firms with which they are currently affiliated. While they have worked for an average of three firms throughout their career, 40.6 percent have been with their current firm for more than ten years.

Number of Firms During Career

(Managing Brokers)



Production and Income

Managing brokers indicated the highest median income among licensee groups, with a median income of \$65,000. However, their average income of \$79,296 was still lower than designated brokers.

Only the managing brokers who indicated that residential real estate as their primary activity were included in the tabulations reported below. The typical managing broker licensee is participating in just over one transaction side per month. The typical residential managing broker spends 95 percent of the time in residential (with the remaining time typically spent in administration or property management). Residential managing brokers depend on their real estate business for about 60 percent of their household income.

Washington Real Estate Licensee Profile: 2012

Table 20
Personal Production Estimates of Managing Brokers Specializing in Residential
(Summary Statistics)

Measure	Mean	Median	Quartile	
			1 st	3 rd
Listings Taken	16	12	4	20
Listings Sold	10	7	3	13
Personal Sales	13	8	5	15
Revenue Transactions	23	15	8	28
Residential Dollar Volume	\$4,013,315	\$2,000,000	\$700,000	\$4,357,860
Nonresidential Dollar Volume	\$267,619	\$0	\$0	\$45,000
Percent Time Residential	89	95	80	100
Personal Income	\$79,296	\$60,500	\$25,550	\$95,000
Proportion of HH Income	62	60	40	99

A small sample size combined with a mix of nonresidential activities makes the statistics in Table 21 a bit difficult to interpret. Managing brokers who engage in property management or administration often reported their nonresidential dollar volume as zero, holding the median down further than the average which was pulled up by a small number of very successful commercial specialists.

Table 21
Personal Production Estimates of Managing Brokers Specializing in Non-Residential
(Summary Statistics)

Measure	Mean	Median	Quartile	
			1 st	3 rd
Listings Taken	12	5	2	16
Listings Sold	6	3	1	7
Personal Sales	5	3	1	7
Revenue Transactions	11	6	2	14
Residential Dollar Volume	\$4,576,098	\$1	\$0	\$590,000
Nonresidential Dollar Volume	\$5,048,074	\$130,000	\$2,125	\$2,075,000
Personal Income	\$120,382	\$76,711	\$34,750	\$125,000
Proportion of HH Income	61	65	37.5	94

Business specialization is likely the most important differentiation of income levels among managing brokers. The highest median incomes were earned by those managing brokers whose primary business activities were commercial and investment brokerage, followed by the "other"

Washington Real Estate Licensee Profile: 2012

which includes industrial brokerage, appraisal, development, farm/land and real estate securities. Compared to the results from 2005, the 2012 data shows a significantly lower level of compensation for residential and property management specialists, largely due to the recession. However, commercial and other category specialists held a consistent level of compensation.

There is also an apparent correlation between how long managing brokers have been active in the industry and their earning potential. However, the accompanying graph also illustrates that there may exist a burnout factor in the industry as those individuals with more than 10 years of experience have passed their peak earning years. This result is also consistent with the 2005 data.

Specialty and experience are not the only factors influencing compensation of managing brokers. In general, managing brokers in urban markets have higher incomes than their rural counterparts. While the data seem to indicate that female managing brokers in both urban and rural areas have higher median income than males. The result might be viewed with caution since the number of rural managing brokers who reported their income in the survey was only 22 individuals, creating a very large variance around that median.

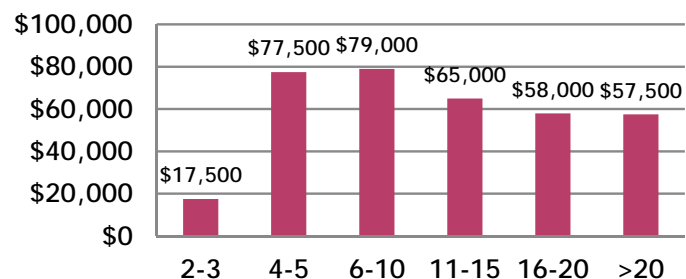
Median Income Comparison

(Managing Brokers Only)



Median Income by Year's Experience

(Managing Brokers Only)



Managing brokers rely heavily on their real estate income for their household maintenance. The typical managing broker provides 60 percent of household income from their real estate work. Just over one-third of these individuals indicated less than half of their family's income came from their real estate activities.

Firm Characteristics

More than half of managing brokers are affiliated with single-office firms, and 35 percent indicated that there are at least two but no more than ten Washington offices in their firm. The rest, 14 percent, indicated the firm with which they are affiliated had more than ten offices in the state.

Washington Real Estate Licensee Profile: 2012

About 30 percent of managing brokers have an ownership interest in the firm with which they are affiliated. The most common type of ownership was as a sole owner of firm. This is suggestive that some of the managing brokers should have been included as designated brokers.

For those managing brokers who do not have an ownership interest in the firm with which they are affiliated, 85 percent were independent contractors, with remaining 15 percent acting as employees. This represents a significant and surprising increase in the proportion reporting employee status compared to the 2005 survey.

Forty-nine percent of managing broker respondents indicated that they were affiliated with an independent firm, this is compared to the 2005 survey results that indicated 38 percent. Just over 21 percent of managing brokers represented regional/local franchises.

Managing brokers reported they worked in office with an average of 27 licensees and a total staff of nearly 31 persons. Statewide, the reported staff was an average of 38 licensees and 49 total personnel.

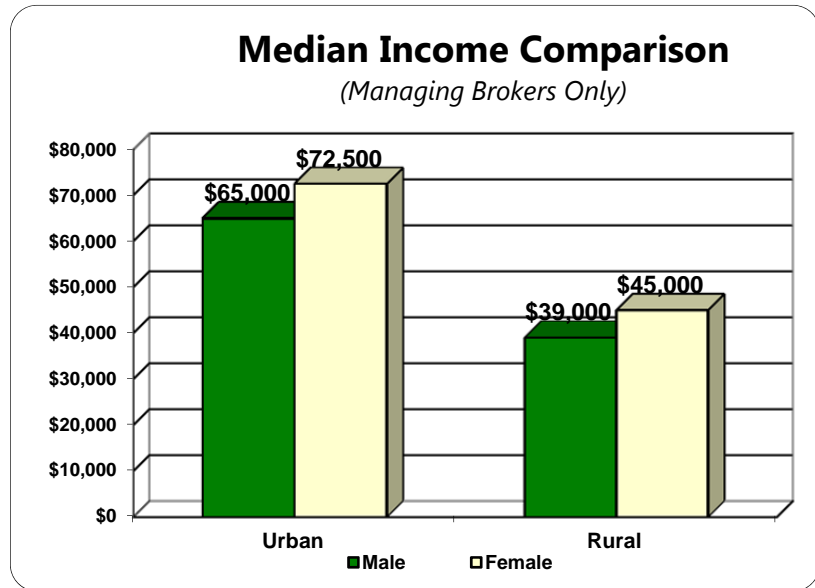


Table 22
Size of Office

(Number of Licensees Reported by Managing Brokers)

	Managing Broker	Broker	Total Licensees	Support Staff	Total
Mean	3.6	13.7	27.1	3.4	30.5
Median	2.0	20.0	28.0	2.0	30.0

Table 23
Size of Office - Statewide

(Number of Licensees Reported by Managing Brokers)

	Managing Broker	Broker	Total Licensees	Support Staff	Total
Mean	10.5	15.9	38.1	10.5	48.6
Median	7.0	20.0	47.0	7.0	54.0

Broker

Over half of the licensees responding to the survey indicated they hold a broker license. This is generally consistent with Department of licensing statistics showing that 63.3 percent of active licenses outstanding at the end of 2012 were broker licenses.

Profile Sketch

The typical real estate broker licensee in Washington is impossible to differentiate by gender since the respondents were so evenly distributed. He/she is at least 54 years of age. He/she has held a real estate license in Washington since 2003, and specializes in residential listings and sales. The typical broker has attended college but has not yet completed a degree. He/she works full-time, typically around 45 hours a week, with an effective hourly income of \$17.30, which equates to \$40,482 annually. Real estate earnings, on average, provide just half of the licensee's household income.

Personal Background

Since the broker's license is the required entry level, it comes as no surprise that a large proportion of the licensees are new to the business. About 11 percent of broker respondents have been licensed a year or less compared to the 2005 survey which indicated 30 percent of brokers were licensed for less than a year. Since licensing activity slowed dramatically during the recession and new licensees typically had more difficulty generating business during the slowdown, these results are not surprising. The typical broker licensee has become more experienced since 1994, with a median experience equaling nine years, compared to 2005's median experience of three years.

Table 23
Real Estate Experience
(Percentage Distribution of Broker Licensees)

Experience	2012	2005	1998	1994
1 Year or Less	11.1	29.7	11.5	7.4
2-3 Years	8.5	14.7	14.2	23.3
4-5 Years	9.1	5.4	18.2	22.0
6-10 Years	27.2	12.3	25.2	18.3
11-15 Years	10.4	11.2	10.6	10.4
16-20 Years	12.2	7.3	10.2	11.8
More than 20 Years	21.4	19.4	10.0	6.9
Mean	12.0	9.0	9.0	7.0
Median	9.0	3.0	7.0	5.0

Washington Real Estate Licensee Profile: 2012

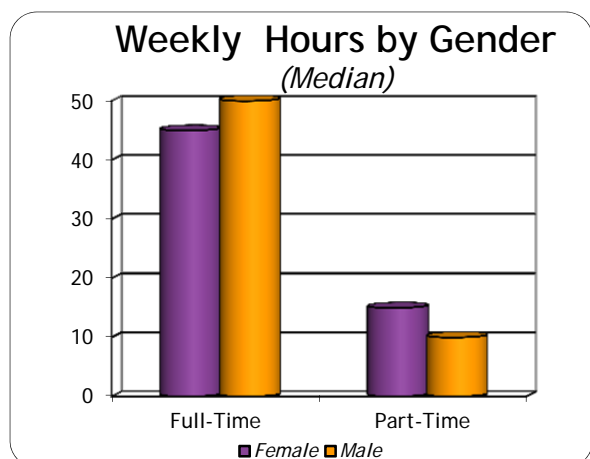
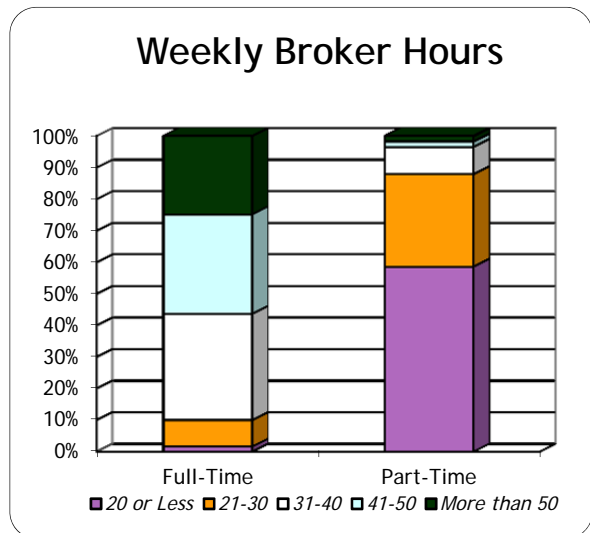
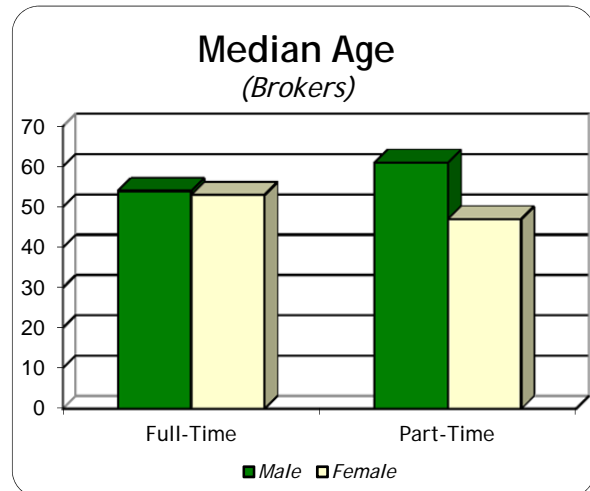
Despite being relatively new to the business, broker licensees bring considerable life experience to their career. Most real estate brokers in Washington are between 50 and 59 years old. The median age of male brokers is greater than that of women, both for full and part-time licensees, as illustrated in the accompanying graph. Earlier surveys showed generally similar results. The median ages of both male and female full-time licensees and part-time males increased substantially.

Respondents to the survey made their own determination of whether they consider themselves full or part time. This means that some "full-time" brokers worked fewer than 20 hours per week, while some "part-time" brokers worked more than the traditional definition of full-time. The accompanying graphic illustrates the weekly effort by each group.

A typical full-time female broker works 45 hours per week, while a male broker works 50 hours. Part-time female broker works 15 hours and male works 10 hour per week.

Most real estate brokers, 71 percent, are currently married; while a mere eight percent reported having never tied the knot. The largest group of brokers lives in a 2-person household, with the second largest group sharing their home with two other individuals. More than 38 percent indicated that their household consists of at least three or more persons. This represents a small decrease since 2005 when this percentage was reported as 40 percent.

Consistent with the 2005 survey, only one out of ten respondents reported to be of a minority race or ethnicity, with the greatest minority response coming from those who considered themselves as "multiracial." This was followed closely by Asian/Pacific Islander (API) and Black/African American, indicating 2.9 percent and 1.0 percent, respectively. When compared to the state's demographics, as compiled by the 2010 Census, the real estate industry is less diverse. The White/Caucasian population represents 77.3 of the state's population, followed by



Washington Real Estate Licensee Profile: 2012

some subset of Asian or Black/African American. Only 1.4 percent of brokers indicated the primary language spoken at home is other than English. Brokers responding to the survey indicated in 3.5 percent of the cases that they were of Hispanic origin, as compared to the 2010 Census data that shows a state percentage of 11.2 percent—and growing rapidly. Since the survey methodology took pains to reach out to minority audiences, these results are somewhat disappointing.

Education levels for real estate licensees and the general public have increased significantly nationwide during the 20 years, a phenomenon which was observed in Washington State as well. As the practice of real estate has become more professional, more dependent on technology, and ultimately more complex, it has attracted a better educated set of licensees. This survey indicated that over sixty percent of the licensees had completed at least a two-year college degree, with many having far more education. Over 18 percent of the broker licensees pursued graduate work after obtaining a four-year college degree. These education levels, coupled with the fact that the exam pass rates are extremely high, could indicate that either the licensing exam should be made more difficult, or that a higher score be required to pass the exam. In open-ended questions in this study, a significant number of licensees indicated the belief that obtaining a broker's license is too easy under existing regulations.

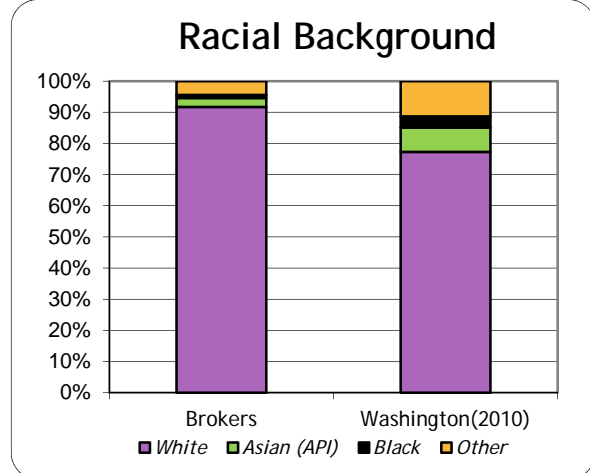


Table 24
Formal Education of Real Estate Broker Licensees
(Percentage of Distribution)

Education	2012	2005	1998	1994
High School or Less	6.1	8.9	5.8	8.5
Some College (No Degree)	33.4	37.4	40.3	44.2
2-year Degree	12.8	11.7	10.4	9.8
4-year Degree	29.1	25.0	25.1	18.5
Some Graduate Study	5.8	7.5	8.4	9.8
Graduate Degree	12.8	9.5	9.3	7.5

Largely due to their brief tenure in the real estate industry, slightly fewer broker licensees have pursued or achieved designations offered by real estate groups. However, continuing educational requirements have kept them in the classroom. In fact, this time spent in the classroom has been a leading reason motivating broker licensees to obtain a higher level of real estate license, because they want concrete evidence of their accomplishments. In a word, their continued education offered options to improve their real estate practice. However, as noted previously, there is some evidence that confusion regarding the name of the managing broker license is causing broker licensees to be less eager to attain the higher-level license.

Washington Real Estate Licensee Profile: 2012

Sixty-four percent of real estate broker licensees have earned one or more designation offered to the real estate industry. Thirty-four percent of brokers have indicated that they hold at least two designations. Both these percentages are significantly greater than those reported for 2005, owing in large part to the longer industry tenure of responding brokers. The most frequently encountered designation among broker licensees is the Accredited Buyer Representative (ABR), followed by the Graduate REALTOR® Institute (GRI) and Senior Real Estate Specialist (SRES). All three top-rated designations are offered by the REALTOR® trade association.

Table 25
Real Estate Designations
(Percents)

Designation	% All Brokers	% Brokers with Designations
ABR, Accredited Buyers Representative	27.9	43.5
GRI, Graduate REALTOR® Institute	23.4	36.5
SRES, Senior Real Estate Specialist	21.9	34.1
CRS, Certified Residential Specialist	18.9	29.4
CNE, Certified Negotiation Expert	8.3	12.9
CCIM, Certified Commercial Investment Member	3.4	5.3
CSP, Certified New Home Sales Professional	2.6	4.1
CPM, Certified Property Manager	1.9	2.9
An appraisal designation	1.9	2.9
Other, REALTOR®	6.0	9.4
Other, non-REALTOR®	22.6	35.3

Real Estate Practice

Specialization is often essential for customer service and industry success, with those agents who grow beyond residential business reaping the rewards. Broker licensees are less likely to specialize in other areas than their managing or designated broker colleagues, and part-time agents are less likely to work outside the residential core than their full-time counterparts.

More than 40 percent of responding broker licensees hold a Spokane MLS membership, followed by Northwest MLS at 39.3 percent. Only 2.2 percent of brokers do not hold any MLS membership. Eighty (80) percent hold a single MLS membership and 18 percent hold more than 2 memberships. Like other type of brokers, Spokane and Seattle-King County are the top two local REALTOR® associations for membership by broker licensees. Significantly, 12.4 percent of responding brokers indicated there were not members of any local REALTOR® association, a surprising result given the active encouragement to participate in the survey by many of the local associations.

Washington Real Estate Licensee Profile: 2012

Table 26
Business Specialization of Real Estate Broker Licensees

Specialty	Full-Time		Part-Time	
	% Specializing	Average % of Time Spent	% Specializing	Average % of Time Spent
Residential	73.7	69.3	82.5	78.6
Commercial/Investment	11.1	12.3	3.5	3.9
Property Management	5.8	5.4	5.3	4.2
Farm/Land	2.4	3.7	5.3	5.7
Administration/Management	1.8	1.9	0.0	0.3
Other	5.3	6.1	3.5	4.1

Since the typical broker licensee has not been in the industry for a long time, it stands to reason that the typical individual has not been affiliated with their current firm for very long. However, only 30 percent of brokers have been affiliated with their firms for no more than two years, compare to 2005 survey at 55 percent. With fewer new licensees and less incentive to change firms during the recession, these numbers are consistent with expectations. More than 28 percent have been with their current firm for more than ten years, while only 16 percent in 2005 survey.

Similarly, these licensees have not affiliated themselves with a large number of firms. Thirty-six percent of the broker licensees are still associated with their initial firm. Nevertheless, this indicates a decline compared to the 2005 survey report when 50 percent had only one firm to date. Again, the recession caused many of 2005's salesperson licensees to leave the business rather than change firms. Only nine percent of broker licensees have been affiliated with more than four firms during their careers.

Table 27
Broker Licensee Affiliation with Current Firm
(Percentage Distributions)

	2012	2005	1998	1994
Less than 1 Year	15.4	27.3	18.1	26.3
1-2 Years	14.5	27.3	22.7	21.4
3-5 Years	21.0	20.7	27.0	28.6
6-10 Years	21.0	8.3	20.4	13.8
More than 10 Years	28.1	16.5	11.8	10.0

Fewer than nine out of every ten real estate broker licensees have any ownership interest in the firm with which they are affiliated, with being a partner representing 5.8 percent of ownership interests, followed by sole owners at 4.5 percent, and stockholders at 2.9 percent. Non-owners

Washington Real Estate Licensee Profile: 2012

are typically independent contractors, but 7.0 percent of brokers without an ownership interest are affiliated with their firm as employees.

It should be noted that a sole owner with the current broker license would require someone with a managing broker license to serve a designated broker of a real estate brokerage. It is possible, however that an individual reporting their ownership interest as a sole owner could be an appraiser, for example, not using the broker license for brokerage activities.

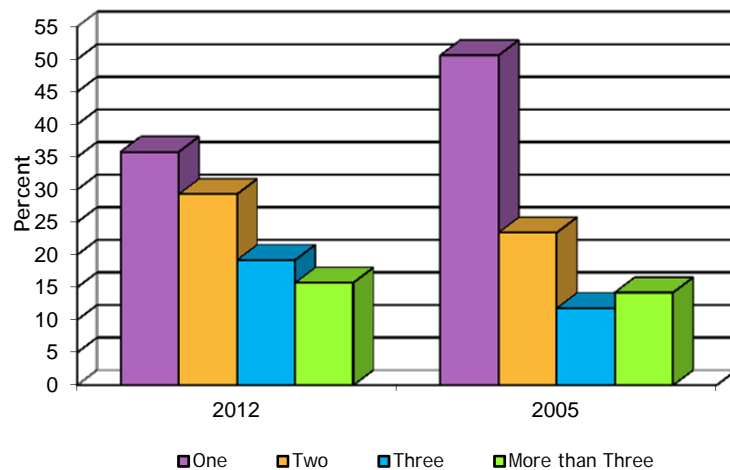
Not only are these individuals licensed as brokers, in 77 percent of the cases they are functioning as salespeople for the firm with which they are affiliated. Roughly 13 percent indicated they are filling some sort of managerial function. Another 4.3 percent revealed filling some other function, often using the open-end field by indicating property management.

The traditional independent contractor relationship is clearly still the favored relationship between broker licensees and the firm with which they are affiliated, especially in the residential practice where it is almost universal.

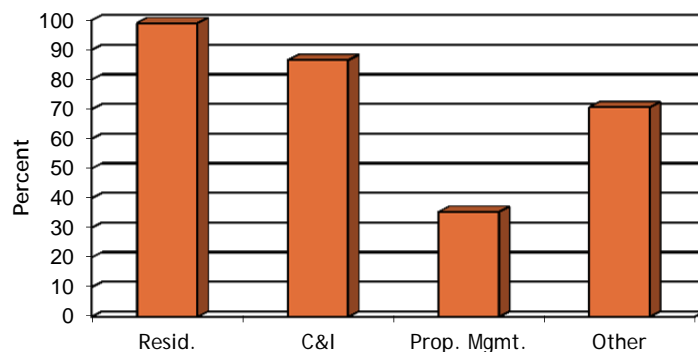
Production and Income

Since real estate brokers are most likely to devote their efforts to residential brokerage activities, the traditional measures of performance are most meaningful here. For the purposes of this phase of analysis, however, only brokers who indicated that residential real estate is their primary activity were included in the tabulations. Performance measures for part-time brokers are included, because new licensees deserve to understand what the realistic earnings potential is for an individual who does not dedicate full-time efforts to the real estate business. In 1994 the median income for a full-time broker, specializing in residential, was \$20,000. In 1998 this

Number of Career Firm



Non-owner Affiliation with Firm
(% Brokers as Independent Contractors)



Washington Real Estate Licensee Profile: 2012

amount increased to \$41,200. In 2005 the median income level was recorded at \$60,000 and in 2012 the median income level has declined sharply to \$40,000. Not surprisingly, productivity has also followed the sharp decreases in income. In fact, the median number of revenue transactions (sales of the individual broker's listings plus that broker's sales of anyone's listings) has fallen since 1998.

Table 28
Personal Production Estimates of Brokers Specializing in Residential
(Summary Statistics)

Measure	Full-Time				Part-Time	
	Mean	Median	Quartile		Mean	Median
			1 st	3 rd		
Listings Taken	12	9	4	15	7	3
Listings Sold	9	6	3	12	5	3
Personal Sales	12	9	5	14	5	3
Revenue Transactions	21	15	8	26	10	6
Residential Dollar Volume	\$15,790,587	\$1,452,400	\$192,200	\$3,107,000	\$853,909	\$515,000
Nonresidential Dollar Volume	\$168,398	\$0	\$0	\$9,750	\$75,741	\$0
Percent Time Residential	93	99	90	100	95	100
Personal Income	\$64,235	\$40,000	\$20,000	\$75,000	\$17,828	\$10,000
Proportion of HH Income	56	60	30	88	28	23

As expected, full-time brokers do better than their part-time counterparts. Effective hourly earnings are approaching levels consistent with the industry's objective of being viewed as a true profession. Unfortunately, both the mean and median income levels have declined since 2005, so also has the percentage of real estate licensees earning below Washington State's minimum wage. Roughly 10 percent of full-time licensees and over 62 percent of part-time licensees earn less than the minimum wage from their real estate work. Results for part time licensee's hourly income may not be accurate due to the small sample size.

Table 29
Effective Hourly Income of Broker Licensees Specializing in Residential
(Percentage Distribution)

Hourly Income	2012		2005		1998		1994	
	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time
Zero or Loss	3.0	20.8	2.7	12.0	1.6	0	20.1	30.5
\$1-5	13.4	20.8	10.6	14.1	12.7	11.1	16.4	19.5
\$6-10	14.4	20.8	7.6	16.3	13.9	25.0	20.6	13.4
\$11-15	13.9	4.2	11.5	6.5	17.9	19.4	14.0	14.6
\$16-20	12.9	8.3	10.6	10.9	12.7	5.6	10.7	9.8

Washington Real Estate Licensee Profile: 2012

Hourly Income	2012		2005		1998		1994	
	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time
\$21-30	18.8	4.2	14.5	6.5	16.3	13.9	7.8	4.9
More than \$30	23.8	20.8	42.5	33.7	25.0	25.0	9.5	7.3
Mean	25.90	19.87	36.84	50.62	22.72	26.86	13.10	12.95
Median	18.08	8.65	24.32	17.27	17.63	13.46	8.15	5.61

Detailed examinations show a broker's income to be highly correlated with industry experience, hours worked, business specialty and gender. Since this is an introductory license, it stands to reason that the more experienced agents will be more successful. Similarly, it is understandable that those agents who are more dedicated and work longer hours are better rewarded. Finally, the finding of virtually every compensation study, regardless of industry, female real estate licensees earn less than their male colleagues.

Table 30
Incomes for Full-Time Broker Licensees, by Group
(Medians)

	Male	Female		Male	Female
All Respondents	\$45,000	\$40,000			
Marital Status			Market		
<i>Never Married</i>	\$47,000	\$27,000	<i>Urban</i>	\$45,000	\$37,793
<i>Married</i>	\$48,500	\$37,793	<i>Rural</i>	\$40,000	\$34,000
<i>Divorced</i>	\$30,000	\$44,128			
Age			Region		
<i>Under 30</i>	\$42,500	\$40,300	<i>Northwest</i>	\$75,000	\$32,500
<i>30-39</i>	\$32,500	\$32,500	<i>Puget Sound</i>	\$60,000	\$52,500
<i>40-49</i>	\$57,500	\$55,000	<i>Olympic Peninsula</i>	\$30,000	\$5,600
<i>50-59</i>	\$40,000	\$35,000	<i>Southwest</i>	\$75,000	\$67,000
<i>60-69</i>	\$60,000	\$50,000	<i>Urban East</i>	\$36,800	\$35,000
<i>Over 70</i>	\$41,000	\$22,000	<i>Rural East</i>	\$46,000	\$64,900
Education			Experience		
<i>High School</i>	\$30,000	\$59,000	<i>Less than 1 Year</i>	\$0	\$0
<i>Some College</i>	\$45,000	\$36,000	<i>1-2 Years</i>	\$23,453	\$20,000
<i>Associate's Degree</i>	\$28,500	\$33,500	<i>3-5 Years</i>	\$45,000	\$35,000
<i>Bachelor's Degree</i>	\$62,000	\$34,000	<i>6-10 Years</i>	\$35,000	\$36,397
<i>Graduate Study</i>	\$60,000	\$50,000	<i>11-20 Years</i>	\$57,500	\$62,300
			<i>Over 20 Years</i>	\$68,000	\$45,000

Washington Real Estate Licensee Profile: 2012

Commercial/investment brokerage provides the highest compensation for brokers of both genders, while residential is the least lucrative.

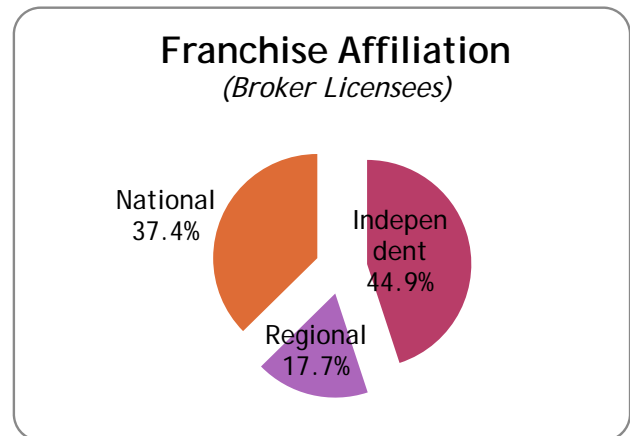
Table 31
Incomes of Full-Time Broker Licensees by Business Specialty

Specialty	Mean		Median	
	Male	Female	Male	Female
Residential	\$73,720	\$49,322	\$40,000	\$35,000
Commercial/Investment	\$175,040	\$112,500	\$115,000	\$75,000
Property Management	\$52,750	\$63,429	\$39,500	\$65,000

Firm Characteristics

As expected, broker licensees are affiliated with firms of all sizes. Fifty-eight percent indicated their firm had a single office, one-third indicated their firm had two to nine offices, and the remaining 11 percent indicated they were part of an even larger firm. The challenges regarding respondent understanding that "firm" meant a single-ownership group was most pronounced here as brokers often identified all offices of their brand as a firm, rather than limiting the definition to an ownership group.

More significant than the number of offices is the degree to which the firms are interdependent. The clearest way in which this is illustrated is through the absorption of real estate franchises into the business. As reported earlier, the State of Washington is unique by having very strong regional franchises headquartered in the state. Approximately six out of ten brokers in Washington are affiliated with firms which are reported to be national or regional franchises. This is the same rate of franchise absorption as 2005 survey, higher than the rate reported in the 1998 survey, and much higher than the amount reported in 1994.

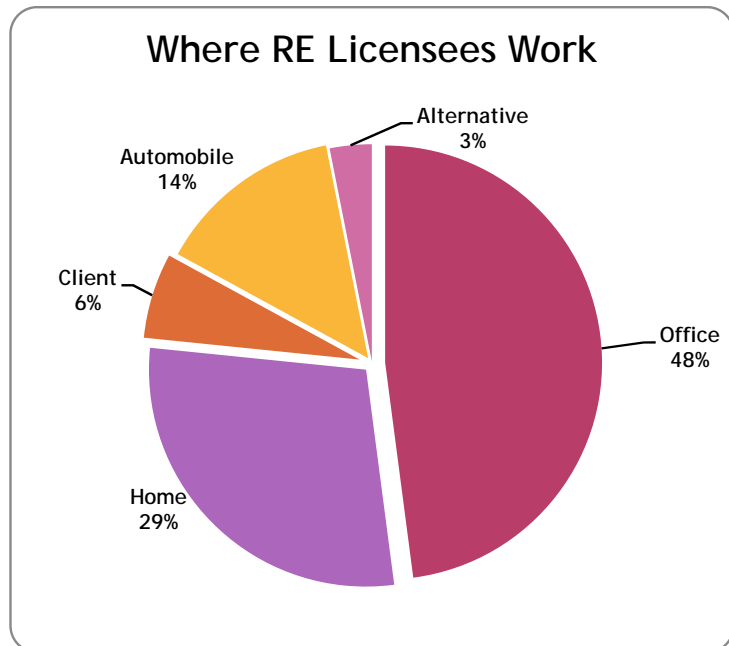


Franchise affiliates were asked to identify the organization with which they are affiliated. Windermere was reported more frequently than any other franchise organization, at 27 percent. This was followed by Coldwell Banker, Keller Williams, and EXIT at 18.6, 10.9, and 10.9 percent, respectively.

Home Office/Broker Supervision

The increasing reliance on internet technology which allows the licensee to access industry tools, regardless of location, is clearly changing the nature of real estate practice. This ability to perform the duties away from the direct supervision of managing and designated brokers suggests this topic requires continued evaluation.

Slightly under half of the time is spent, on average, in the office provided by the firm and is the theoretically under the direct supervision of a managing or designated broker. In fact, designated brokers spend 51 percent of their time in the firm office, managing brokers and brokers indicated 50 and 39 percent of their work time is spent in the firm office, respectively. Moreover, under one-fifth of respondents indicated spending between zero and five hours a week in the office provided by the firm. Working away from the office, especially by less experienced licensees, may be problematic.



Designated brokers, on average, spend nearly twice as much time in their real estate offices as they do in their home offices, with the smallest allocation of their work week to alternative locations like restaurants. Similarly, managing brokers tend to work in the firm's office. By contrast, broker licensees split the office time more evenly between the firm's office and their home office. As expected, licensees under a home office arrangement spend more time in their home offices than at the firm's location, but still spend the equivalent of nearly three full days a week in the firm's office. However, the typical (median) home office broker spends the equivalent of only one day per week in the firm office.

Commercial/investment specialists spend marginally less time in their home office than their residential counterparts, but substantially more time in the firm's office. Property managers spend the most time in the firm's office. While the numbers of hours are considerably different than observed in the 2005 survey, the general trends are unchanged.

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Table 32
Hours of Real Estate Work in Specific Locations

	Firm's Office	Home Office	Client Location	Automobile	Alternative
All Respondents					
Mean	33.2	23.4	8.2	12.4	6.4
Median	30.0	15.0	5.0	10.0	5.0
Designated Broker					
Mean	47.6	25.3	10.0	12.8	8.4
Median	40.0	15.0	8.0	10.0	5.0
Managing Broker					
Mean	35.7	22.2	8.0	10.6	6.9
Median	30.0	12.0	5.0	8.0	5.0
Broker					
Mean	28.0	24.0	8.3	12.9	5.5
Median	25.0	19.0	5.0	10.0	5.0
Home Office					
Mean	23.7	44.3	7.1	15.0	8.4
Median	10.0	40.0	5.0	10.0	9.0
Traditional					
Mean	33.9	19.8	8.3	12.0	6.0
Median	30.0	14.5	5.0	10.0	5.0
Residential					
Mean	28.8	24.3	8.4	13.2	5.9
Median	25.0	20.0	5.0	10.0	5.0
Commercial/Investment					
Mean	39.8	19.4	7.7	8.6	7.7
Median	31.0	10.0	5.0	5.0	5.0
Property Management					
Mean	55.0	20.9	9.9	12.3	8.0
Median	50.0	10.0	2.0	8.5	5.0
Other Specialty					
Mean	37.8	23.4	6.9	11.2	7.1
Median	35.0	15.0	5.0	10.0	5.0

Firm-provided Office Space

Roughly 55 percent of the respondents indicated they use the real estate office daily, while slightly fewer than 20 percent indicated they use the office once a week or less frequently and five percent indicated they never use the office. The frequency of office use was tabulated for differences between full and part-time practitioners, and for differences between those licensees who preferred to work in a "home office" environment as opposed to a traditional setting.

Table 33
Frequency of Use of Office Provided by Broker
(Percentage Distributions)

	All Respondents	Full-Time	Part-Time	Home Office	Traditional
Daily (5+/wk)	55.4	59.8	13.9	35.0	58.6
Occasionally (2-4/wk)	22.8	22.3	29.2	10.0	24.9
Weekly	7.4	5.6	23.6	10.0	6.7
Infrequently	9.3	8.0	22.2	17.0	8.2
Never	5.1	4.4	11.1	28.0	1.6

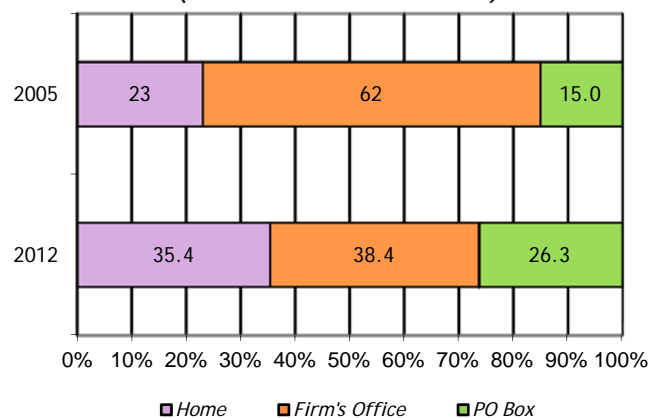
Home Office/"Home Alone"

The questionnaire first asked whether the company with which the licensee was affiliated was a "home office" company, meaning broker licensees work almost exclusively from their homes. A total of 100 respondents answered the question in the affirmative, increase from 93 in 2005. This was fourteen percent of all respondents to the questionnaire. However, when the next question asked if their company offered a home office program, 34 percent of the respondents answered this in the affirmative.

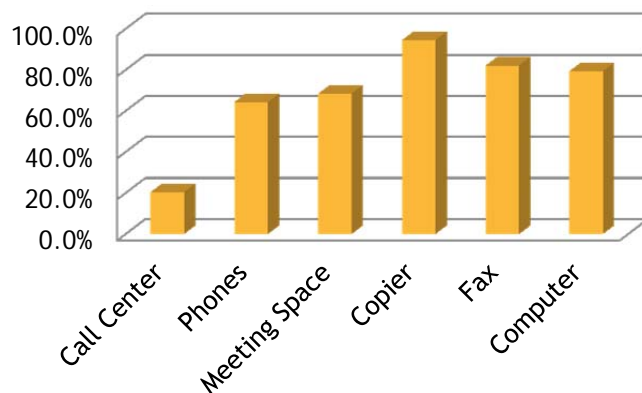
Individuals who indicated they work in a home office company or who participate in the home office program offered by their company was asked where they received their business mail. While the firm's office remains the largest mail delivery point, the 38.4 percent share is much smaller than the 62 percent reported in 2005.

Another measure of the role played by portable technology and the possible minimized role for the broker's office is provided by the answers regarding

Where Mail is Received *("Home Office" Licensees)*



Services Provided by Firm *(to "Home Office" Licensees)*



Washington Real Estate Licensee Profile: 2012

which telephone number appears on signs. Cell phone and pager numbers dominate, appearing on 58.6 percent of the signs, with office phone numbers following at 28.1 percent. Home phone numbers are used 5.5 percent of the time, with some other phone number reported by 3.9 percent of the qualified respondents. It is unclear how consumers who may have concerns about the performance of the salesperson with whom they are working can conveniently contact the supervising broker.

Roughly three-quarters the home office licensees report having access to the services in the firm-provided space besides call center. Of course, the degree to which the "provided" services could effectively be utilized by the individual licensees is unclear, and was not addressed by the survey.

Broker Supervision

The previous discussion has demonstrated continuing trends of real estate licensees spending less time under the direct view of managing and designated brokers, raising questions about the nature and extent of supervision of all licensees who are not working in single-person offices. This topic is repeatedly a subject of discussion at meetings of the Washington Real Estate Commission.

Designated brokers and their sales force agree that the managers are readily available and encourage discussion of problems or challenging customer/client situations, that supervising brokers review all accepted offers for accuracy, and that they verify the amount and location of earnest money deposits. However, the most notable difference between the two is that managing brokers and brokers feel that the designated brokers leave them alone unless they have a question, while designated brokers feel that they are much more involved in their sales staffs' workings. The concern that "home alone" results in inadequate mentoring and supervision seems reinforced by these results.

Table 34
Management Activities of Brokers
(Percentage of Respondents)

	All Respondents	Designated Brokers	Managing Brokers	Brokers	Real Estate Firm	Home Office
Readily Available	93.5	96.4	92.2	92.7	94.1	85.7
Encourages problem discussions	79.1	81.8	78.4	79.2	76.5	72.6
Verifies earnest money	72.0	81.8	72.5	69.2	82.4	69.0
Reviews all accepted offers	69.1	84.7	69.7	66.4	82.4	66.7
Requires a deal cover sheet	68.5	65.0	74.3	65.7	61.8	53.6
Spot check files	62.8	67.2	61.9	63.7	63.2	65.5
Reviews listings pre MLS	47.6	65.7	47.7	44.4	66.2	48.8
Leaves me alone	41.2	21.2	44.0	43.1	19.1	47.6
Provides transaction peer review	33.5	44.5	33.0	32.1	44.1	33.3
Review P&S before presentation	32.8	51.1	32.6	29.1	60.3	41.7
Delegates monitoring to sales mgr	18.4	21.2	15.1	18.8	11.8	19.0

Personal Assistants

Incidence of Personal Assistants

A total of 122 responding licensees, or 10.5 percent, indicated they have at least one personal assistant working for them. Of these, 64 percent use only one personal assistant. Just over 43 percent of personal assistants work for broker licensees, with approximately even distribution of the remainder between designated brokers and managing brokers.

On average personal assistants worked 26 hours a week. However, the most frequently stated work week was 40 hours, reported by 28 percent of the respondents who have personal assistants working for them. Less than one quarter of assistants work fewer than 15 hours a week, with over a quarter working between 15 and 25 hours per week. Less than four percent of personal assistants work an average of more than 40 hours per week.

License Status

Like the 1998 and 1994 survey results, but in contrast from 2005 survey, the 2012 survey found that the largest group of respondents (51.6 percent) were unlicensed PAs, when this result was weighted by the number of personal assistants worked for that licensee, less than one third were in "all licensed" group with the largest share still in the none licensed category.

The fact that a large number of personal assistants are unlicensed must be of concern to industry regulators who have expended considerable effort attempting to define precisely which real estate activities are acceptable assignments for unlicensed individuals. Their efforts are reinforced as the industry addresses the issue of "procuring prospects" and attempts to achieve consistency across regulations.

Table 35
License Status of Personal Assistants
(Percentage Distributions)

	% of Respondents	% of Personal Assistants
All Licensed	29.5	27.6
Mixed	18.9	30.7
None Licensed	51.6	41.7

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Compensation Issues

Since the law in Washington State prohibits sharing commissions with unlicensed individuals, the compensation of real estate assistants must be understood. Typical methods of compensation for assistants include hourly wage, annual salaries and shares of commissions. In firms with multiple assistants, however, the arrangements are likely to differ between individuals. More than sixty percent of licensees who employ a personal assistant indicated hourly wage compensation.

Table 36
Compensation of Personal Assistants
(Percentage Distributions)

	% of Respondents	% of Personal Assistants
Hourly	61.9	63.6
Annual Salary	17.5	17.7
Share of Commission	20.6	18.7

The fact that less than one fifth of personal assistants are compensated by a share of commission, at 18.7 percent, a compensation arrangement which would be illegal if the assistant did not hold a license, justifies an examination of the compensation by the license status of the personal assistant. However, this survey suggests that commission sharing with unlicensed individuals has increased since 2005—now representing 8.0 percent of unlicensed personal assistants. At a minimum, the Department of Licensing should remind the licensee community that unlicensed PAs must be compensated in a way which is not linked to the closing of transactions and related commissions. Heavy dependence on hourly compensation is consistent with the significant proportion of personal assistants who work no more than 20 hours a week. With 9.5 percent of unlicensed personal assistants apparently compensated by commission sharing, the compliance with state law is somewhat suspect.

Table 37
Compensation of Personal Assistants by License Status
(Percentage Distributions)

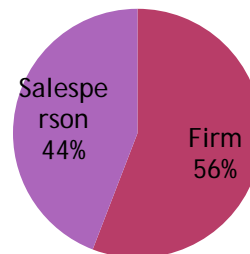
	All Respondents	Licensed	Mixed	Unlicensed
Hourly	61.9	32.5	69.6	77.8
Annual Salary	17.5	22.5	21.7	12.7
Share of Commission	20.6	45.0	8.7	9.5

Employment Issues

The real estate industry continues to debate whether it is best for personal assistants to be formally employed by the individual salesperson, or to be employed by the firm, and then assigned to the licensee or group of salespeople. In contrast to the 2005 survey, a larger share of assistants is employed by firm. The accompanying graph illustrates that over half are employed by firm.

The survey also attempted to develop an understanding of the financial arrangements regarding personal assistants who are employed by the firms. Unfortunately, only 27 respondents indicated information about any charge-backs for firm-employed personal assistants to the individual broker licensee. One-third of these respondents indicated that the full cost of the assistant is charged back to the individual broker licensee, which is a decrease from 1998 and 2005 surveys which reported 50 percent charge-back.

Formal Employer of Personal Assistants



The distinction between the sales force and the personal assistant is also evident with regard to employment status. Real estate licensees are typically attached to their firms as independent contractors, an arrangement which provides relatively little opportunity for the firm to direct the day-to-day activities of the individual. However, the largest shares of personal assistants are employees, a situation which is encountered more frequently as the number of personal assistants within the firm grows. Furthermore, employee status diminishes the likelihood of commission sharing with unlicensed individuals.

Table 38
Employment Status of Personal Assistants
(Percentage Distributions)

	% of Respondents	% of Personal Assistants
Independent Contractors	40.4	32.6
Employees	50.9	54.7
Mixed	8.8	12.8

Personal Assistant Activities

The most frequently identified activity for personal assistants was to prepare materials for listing presentations. The second most common activity for assistants was to input listings into the MLS database. The third and fourth most common activities were to schedule appointments and

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serve as a receptionist for the firm. If the assistant holds a real estate license, inputting MLS listings and preparing listing presentations are still two top activities. For the unlicensed assistant, preparing listing presentation dominated the rest, and scheduling appointments becomes the second most frequently identified task.

Table 39
Personal Assistants Activities by License Status
(Number of Mentions among Respondents who use PAs)

	Total	Licensed	Mixed	Unlicensed		Total	Licensed	Mixed	Unlicensed
Prepare Listing Presentation	106	31	35	40	Host Open Houses	22	13	2	7
Input MLS Listings	104	37	36	31	Secretarial/ Clerical	21	3	0	18
Schedule Appointments	90	22	34	34	Drive Customers Around	12	8	0	4
Receptionist	80	17	35	28	Referral Agent	11	4	2	5
Write Ads	64	20	20	24	Attend Closing	6	6	0	0
Assemble Closing Paperwork	57	18	21	18	Accounting/ Bookkeeping	6	0	0	6
Courier	53	14	19	20	Property Management	6	3	0	3
Meet Appraiser	36	14	13	9	Prepare Flyers/ Mailings	4	1	0	3
Prospecting/ Telemarketing	29	5	12	12	Research	1	0	0	1
Prescreen Properties	26	7	12	7					

Real Estate Teams

A natural evolution from the reliance on personal assistants is the development of "teams" operating very independently under the formal auspices of a designated broker, but often that relationship is difficult to identify since the team endeavors to develop an identity which is independent of and more visible than the firm affiliation. The name of the designated broker/firm as licensed, which is required by law to be part of all advertising, is often marginalized.

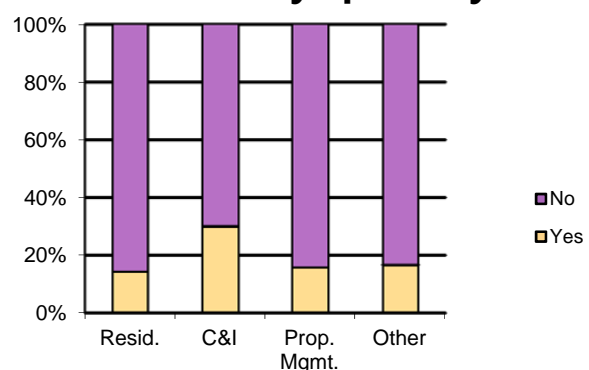
The emergence of teams poses significant questions about regulation. Is the team leader functioning as a managing broker without holding a managing broker's license? Is the designated broker of record exercising appropriate oversight regarding team activities? Does advertising comply with both the letter and the spirit of the law?

Table 40
Real Estate License held by Team Leader by Business Specialty
(Percentage Distributions)

License Held	Residential	Property Management	Commercial/Investment	Other
Broker	17.5	50.0	40.0	23.1
Managing Broker	81.0	50.0	60.0	69.2
None	1.6	0.0	0.0	7.7

Just fewer than 17 percent of real estate licensees indicated that they are part of a real estate team. Of these, 44 percent held the role of team leader, while the other 56 percent acted the role of licensed member. Theoretically a team leader is managing the activities of others on the team and should hold a managing broker license, and a majority of team leaders were managing brokers. However, with nearly 18 percent of residential teams (and higher proportions of nonresidential teams) indicating a broker licensee is team leader, there are clear questions of compliance with the law.

Frequency of "Team" Licensees by Specialty



Among residential team leaders, more than 80 percent indicated they are managing brokers, and 1.6 percent indicated no license (since only licensees received the surveys, someone else was being designated as team leader).

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Before the survey was conducted, it was believed that teams were primarily a residential structure, but the property management and commercial/investment specialties reported higher frequencies of teams.

The average real estate team was comprised of approximately five members, usually including three brokers, one managing broker and one licensed or unlicensed assistant. Teams were reported to be as large as 32 persons. There are not enough rural real estate teams reported in the survey to compare the urban and rural team size. Residential teams averaged 5.1 persons, followed by the property management teams with 4.2 members.

Table 41
Number of Members within Real Estate Team
(Mean Amounts)

	Mean	Median	Range
Managing Broker	0.84	1	0-3
Broker	2.66	2	0-25
Licensed Assistant	0.37	0	0-5
Unlicensed Assistant	0.49	0	0-5
Total	4.36	3	1-32

As expected, real estate licensees prefer the mediums of advertising that reach the largest numbers of potential customers at minimal cost. The two most favored means of advertising are, not surprisingly, the two least costly, these include website advertisements as well as flyers and brochures. Television, perhaps the most expensive, is listed as the least favored medium. Unfortunately, the survey cannot provide information on how well the team's firm is identified in the advertising.

Table 42
Advertising Mediums used by Team Real Estate Licensees
(Percentage Distributions)

	% of Team Licensees
Website/Internet	28.9
Flyers/Brochures	25.6
Business Cards	25.6
Magazines	9.2
Newspaper	4.4
Billboards	1.8
Yellow Pages	1.5
Television	0.4
Other	2.6

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As expected, the advertising of “team” listings exceeds expenditures on individual listings or the firm generally.

Table 43
Percentage of Personal Expenditures in Paid in Advertising by Specialty
(Mean Percentages)

	All Respondents	Residential	Commercial/ Investment	Other
Me and My Personal Listings	74.2	76.0	55.0	77.5
My Team and Team’s Listings	75.6	70.7	84.4	96.0
My Firm	63.3	54.5	64.0	68.3

Broker Relationships and Agency

No issue has been more problematic to the real estate industry during the last 20 years than agency. In Washington, the general confusion was reinforced by the passage of legislation which became RCW 18.86 Real Estate Brokerage Relationships. In addition to mandating disclosure, this Act replaced much of the common law of agency with specified agent duties and presumes, unless there is a written agreement in the contrary, that a real estate licensee working with a buyer is a formal agent of the buyer.

Since the implementation of the law in 1996, staff at the Department of Licensing has found that the largest share of consumer complaints have dealt with agency issues. The ambiguity regarding agency will remain a problem for the foreseeable future since the anticipated lawsuits to clarify some of the issues have barely begun making their way through the legal system. In an effort to help understand current practice and industry perception, the Washington Real Estate Licensee Profile Survey included a section dealing with brokerage relationships.

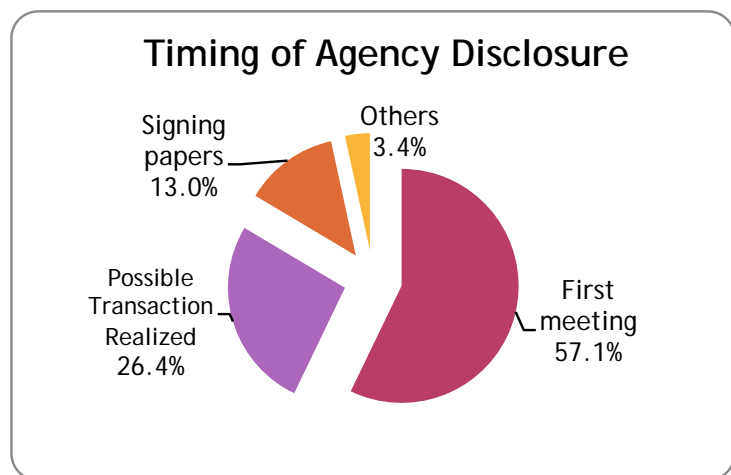
The law requires real estate licensees to

"Provide a pamphlet on the law of real estate agency... to all parties to whom the licensee renders real estate brokerage services, before the party signs an agency agreement with the licensee, signs an offer in a real estate transaction handled by the licensee, consents to dual agency or waives any right under RCW 18.86...; and"

"To disclose in writing to all parties to whom the licensee renders real estate brokerage services, before the party signs an offer in a real estate transaction handled by the licensee, whether the licensee represents the buyer, the seller, both parties, or neither party."

Timing of Agency Disclosure

Since the law does not require disclosures until documents are being signed, licensees were asked when they made the actual agency disclosures. Most do it immediately, with 57.1 percent disclosing it during the first meeting, while another 26.4 percent wait until they believe there is a prospect of a transaction. Roughly 13 percent wait until the signing of the purchase/sales agreement. A small group, less than 4 percent, indicated some other time, most of them



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mentioned depends on the situation. There was no appreciable difference in the timing of disclosure related to license held. Licensees from the Puget Sound were especially likely, at 64 percent, to disclose relationships at the first meeting, while licensees from the Rural East were least likely to disclose early, at 45 percent. In all almost all cases licensees in urban areas made disclosure earlier than those in rural communities.

While the focus of the legislation seemed to be protecting residential customers, the law applies to commercial transactions as well. Surprisingly, commercial/investment real estate practitioners are much less likely to describe brokerage relationships at first meeting than their residential counterparts, at 54.4 percent compared to 61.3 percent. Since attorneys are more frequent involved throughout the commercial transaction process, this is probably not a significant weakness.

Working with Buyers

The current law presumes that licensees working with buyers are buyer's agents. As a general policy of risk reduction and eliminating confusion, many real estate firms require their affiliated licensees to have their buyers execute formal buyer agency forms. Most instructors on agency recommend this practice to their students as well. The survey asked licensees about their practices in this area. More than one-third of residential specialists asked their buyers to sign a formal buyer's agency agreement. This compares to one-quarter in 2005. The largest percentage of licensees operates under implied buyer agency, at 36.9 percent, closely followed by signed buyer agency forms, at 36.3 percent. Very small groups waive agency completely and operate as transaction brokers or recommend their buyers return to old-fashioned subagency.

Table 44
Nature of Agency Relationship with Buyers
(Percentage Distributions)

	All Respondents	Designated Brokers	Managing Brokers	Brokers
Signed Buyer Agency Form	36.3	33.3	35.9	39.7
Implied Buyer Agency	36.9	37.8	35.9	35.0
Oral Buyer Agency	25.8	28.9	27.6	23.9
Transaction Broker	0.4	0.0	0.0	0.7
Return to Subagency	0.6	0.0	0.6	0.7

Broker licensees are more likely than either managing brokers or designated brokers to ask buyers to sign an agency form. Designated brokers are the least likely to have their clients sign a buyer's agency form. While the desire to keep the process simple and personal is appreciated, both industry participants and buyers would have a clearer understanding of required duties if more licensees would take the time to secure written agency agreements.

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Table 45
Regional Variations in Buyer Agency
(Percentage Distributions)

	Northwest	Puget Sound	Southwest	Olympic Peninsula	Urban East	Rural East
Written	29.4	30.0	22.2	0.0	46.0	33.3
Transaction	0.0	0.6	0.0	0.0	0.0	0.0
Implied	41.2	40.0	37.0	76.0	31.9	30.0
Oral	29.4	28.3	40.7	24.0	21.7	36.7
Subagent	0.0	1.1	0.0	0.0	0.4	0.0

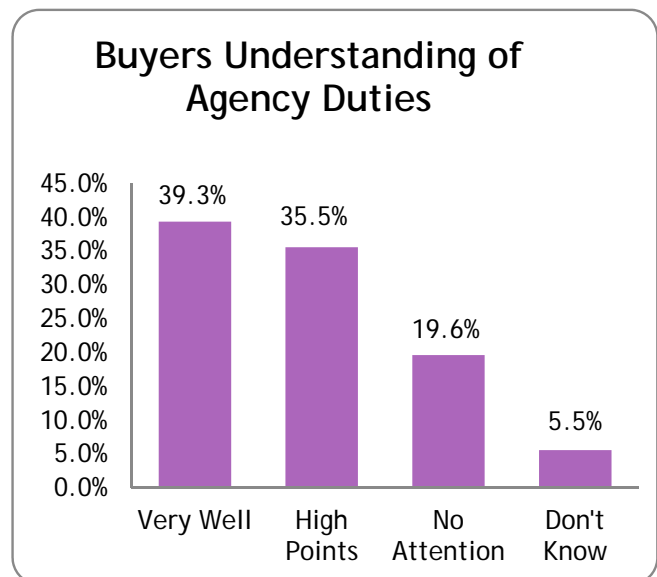
As with most industry practices, various parts of the state approach the issue of buyer brokerage differently. The differences between rural and urban areas of Washington were generally insignificant.

Consumer Understanding of Agency Duties

In general, real estate licensees are convinced their purchasers have a solid understanding of their agency duties. However, 20 percent indicated that most buyers do not pay any attention to the disclosures. There were no apparent differences in the perceived understanding relating to the license held or the region of state. Respondents to the 2012 survey were less certain their clients understood agency than the 2005 respondents.

Obviously, regulators cannot ensure that customers understand the message, only that the message has been delivered, but developing innovative ideas to help licensees educate customers about the requirements of real estate agency make sense. Continued discussions regarding a public service announcement video still seems to be a step in the right direction.

The largest group of licensees believe that sellers understand that the roles played by buyer's agents work to their benefit when they are buying, at 41.8 percent. Over 30 percent believe that the revisions are clarifying prevailing practices, while 19 percent believe their sellers do not understand buyer agency.



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Table 46
Seller's Understanding of Buyer's Agent Role
(Percentage Distributions)

	All should work for seller	Benefit when buying	Clarifies prevailing practices	Don't understand buyer agency
All Respondents	7.5	41.8	31.6	19.1
License				
Designated Brokers	4.8	32.5	37.3	25.4
Managing Brokers	7.0	38.0	34.5	20.5
Brokers	7.7	29.2	36.9	26.2
Region				
Northwest	3.4	41.4	27.6	27.6
Puget Sound	7.9	38.6	32.8	20.7
Southwest	0.0	40.0	37.1	22.9
Olympic Peninsula	0.0	50.0	22.7	27.3
Urban East	7.8	44.4	30.5	17.3
Rural East	10.8	45.9	18.9	24.3

Despite industry focus on educating licensees on their evolving responsibilities pertaining to agency, and the prevalence of disciplinary actions against licensees based on agency responsibilities, many licensees believe their colleagues are acting in ways inconsistent with their responsibilities. These actions are believed to have various causes as indicated in the following table. Obviously, the industry must continue to emphasize agency education.

Table 47
Reasons for Agents Acting Inconsistent with their Responsibilities
(Percentage Distributions)

	% of Respondents
Do not understand their duties:	
Frequently	15.6
Occasionally	46.3
Seldom	32.3
Never	5.8
They are disregarding their duties:	
Frequently	12.0
Occasionally	43.1
Seldom	39.4
Never	5.4

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While open-ended questions generally are ignored by survey respondents, 225 licensees submitted an effective answer to the question, "What action, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulation?" As illustrated in the table below, the most frequent response was that "other licensees" need more educational training on their agency duties. A complete set of responses to this open-ended question appears in Appendix 2, Q75.

Table 48
Top Recommendations to Improve Understanding
and Compliance with Agency Regulations

Recommendation	# of Respondents	% of Respondents
Licensee education	70	31.1
No change/OK as is	35	15.6
More enforcement/greater penalties	28	12.4
Tougher licensing requirements	17	7.6
Clearer forms/disclosure	16	7.1
Public information campaign	15	6.7
Prohibit dual agency	11	4.9
Enhanced broker supervision	11	4.9
Increased licensee explanation of agency	9	4.0
Consumer education	7	3.1
Separate compensation	3	1.3
Signed buyer agency form	3	1.3

Continuing Education

A key component of the regulation of real estate licensees is the monitoring of continuing education, both ensuring licensees have complied with requirements when they renew their licenses and approving schools, instructors and courses which desire to participate in the continuing education program. Accordingly, these surveys routinely contain questions pertaining to licensees perceptions of continuing education.

Preferred CE Format

Licensees responding to the survey exhibit (or at least express) very different preferences for continuing education than indicated by audits of CE affidavits filed by licensees in support of their renewal licensing applications. This is consistent with the proportion of respondents to the survey who indicated membership in the REALTOR® organization. The short lecture courses where REALTOR® organizations excel in education delivery were the preferred option, followed by a short computer online course. Combined with the audit findings, the Department of Licensing and Real Estate Commission need to pay special attention to approvals of online/computer classes.

For all licensees, roughly 42 percent took online courses. This increased to 52 percent for licensees in rural parts of Eastern Washington. It was anticipated that areas with limited access to live instruction would have greater usage of alternative delivery methods.

Table 49
Type of Course used for License Renewal
(Percentage Distributions)

	All Licensees	Designated Broker	Managing Broker	Broker	Puget Sound	Other West	Urban East	Rural East
30-hour Lecture	10.8	9.7	8.2	12.0	11.8	3.0	12.6	4.3
30-hour Computer/Online	20.4	19.4	18.4	22.2	21.2	27.8	17.2	26.1
30-hour A/V	0.6	0.9	0.3	0.5	0.9	2.3	0.3	1.4
30-hour Correspondence	1.8	4.0	1.8	1.1	1.6	1.5	1.8	1.4
Short Lecture	38.5	37.0	40.9	37.5	39.1	33.8	38.3	34.8
Short A/V	3.7	4.4	5.0	2.4	3.8	3.0	4.1	2.9
Short Computer/Online	21.6	22.5	23.1	20.9	20.1	23.3	22.6	26.1
Other	2.8	2.2	2.3	3.5	1.6	5.3	3.1	2.9

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Continuing Education Subject Matter

At the top of the list were the mandated core curriculum classes, at 79.5 percent, current trends and issues at 73.4 percent, and ethics at 69.7 percent of all respondents. Commercial specialists were most likely to attend commercial courses, just as property managers were most likely to take property management courses. These results, however, suggest that licensees remain ambivalent regarding the subject matter of their CE courses. It must be pointed out, however, that since core is required by all licensees each renewal, those numbers should have been 100 percent.

Table 50
Topics Covered by CE Courses during most Recent Renewal
(Percentage of Respondents)

	All Respondents	Designated Broker	Managing Broker	Broker	Residential	Commercial	Property Management	Other
Core Curriculum	79.5	76.6	82.0	80.7	84.6	67.6	74.5	65.8
Current Trends & Issues	73.4	73.8	76.3	74.2	79.0	60.6	55.3	67.1
Ethics	69.7	55.3	68.2	74.2	77.1	53.5	59.6	51.3
Re Law	68.4	63.8	68.2	70.0	70.7	69.0	55.3	64.5
Agency	42.7	38.3	46.0	43.9	48.0	38.0	27.7	26.3
RE Finance	34.5	31.9	32.7	35.6	35.2	38.0	29.8	30.3
Selling Techniques	23.5	22.7	27.0	23.1	28.6	5.6	6.4	22.4
Brokerage Management	17.4	26.2	22.3	13.6	15.8	15.5	21.3	21.1
Investment	16.4	14.2	16.1	16.9	15.4	22.5	19.1	14.5
Commercial topics	15.9	19.9	18.5	13.4	8.3	54.9	21.3	18.4
Property Management	15.1	20.6	12.8	16.0	12.3	12.7	42.6	14.5
Appraisal	12.7	10.6	11.8	13.6	13.2	7.0	17.0	11.8
Tax	7.4	5.0	8.1	8.3	7.1	7.0	12.8	6.6
Construction/Development	7.1	6.4	8.1	7.4	8.5	2.8	2.1	5.3
Others	11.3	9.9	15.6	9.5	13.9	1.4	4.3	10.5

This data provides insight relating to the concerns raised by individuals practicing in specialty areas about the quality and relevancy of continuing education. Since the commercial licensees are the most vocal, it is appropriate to discuss their concerns. An increase from 8.9 to 15.9 percent of licensees took any course dealing with commercial topics from 2005 to 2012. Some students require introductory courses and some need advanced material. Some desire 30 hours of instruction in a single topic, while others prefer shorter courses. In addition, the courses need to fit the schedules of the students. Unless a course developer can realistically prepare a course which can be used in several licensing jurisdictions without modification, it is simply too large a risk for educational providers to offer the breadth of instruction and the frequency of offerings that our licensees deserve. Respondent's comments are reprinted in their entirety in Appendix 2 (Q69) reinforce these conclusions.

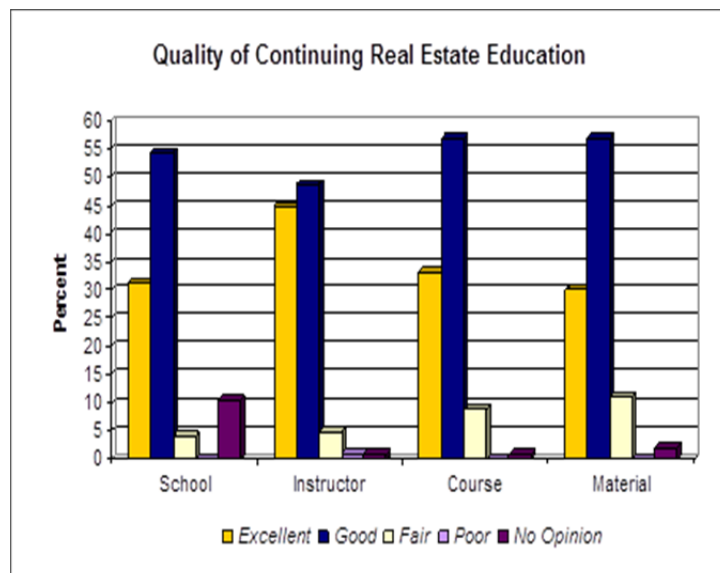
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Real Estate Education Quality

Licensees gave their highest marks to the instructors, at 40 percent, followed by the schools, at 33 percent. However, all categories have shown a decrease in the percentage of respondents who indicated an excellent rating, but, the percentage of respondents indicating a poor rating fell. These analyses can be further viewed as illustrated in Table 51.

Table 51
Quality of Education by Key Market Segments
(Percentage of Respondents)

	School		Instructor		Course		Material	
	Excellent	Poor	Excellent	Poor	Excellent	Poor	Excellent	Poor
All Respondents	33.0	0.5	40.0	0.7	30.5	1.2	28.5	1.3
License								
Designated Broker	37.1	0.8	41.0	0.7	35.6	2.2	33.6	2.2
Managing Broker	36.7	0.5	43.4	0.5	35.6	0.5	30.2	1.0
Broker	29.4	0.7	36.2	0.9	25.5	0.9	24.7	1.6
Specialty								
Residential	32.5	0.5	41.2	0.7	30.3	0.5	28.1	0.7
Commercial/Investment	35.7	1.4	37.7	1.4	26.8	5.6	24.3	4.3
Property Management	43.9	0.0	50.0	0.0	44.4	0.0	38.6	2.3
Other	28.8	0.0	32.0	0.0	28.4	1.4	28.4	1.4
Course Type								
30-hour Lecture	31.3	0.0	44.8	1.0	33.3	0.0	30.0	0.0
30-hour Computer/Online	31.8	1.0	27.5	1.6	25.9	2.5	24.6	3.0
30-hour A/V	16.7	0.0	50.0	0.0	16.7	16.7	20.0	0.0
30-hour Correspondence	55.6	5.6	58.8	0.0	50.0	5.6	41.2	5.9
Short Lecture	32.5	0.3	43.7	0.5	30.2	0.8	28.2	0.8



In every instance designated brokers were the most difficult to impress, and they therefore showed the lowest percentages of excellent ratings. Concerns about relatively low-tech courses, such as A/V and correspondence courses, were reinforced by large percentages of respondents indicating a poor rating. In the current survey, it seems only a few real estate licensees would choose these low-tech courses to renew their licenses. The results above for A/V and

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correspondence courses should be viewed with caution since the number of licensees who used these courses in the survey was very small, creating a very large variance around that median.

Future CE Preferences

Participating licensees indicated a preference for courses presented in a lecture format, with nearly 60 percent of the respondents indicating a desire for this live instruction format. It should be emphasized that although professional education moved beyond classroom and into technology-intensive learning, live lecture was still the most preferred delivery. The preference for this format increased almost by half compared to 2005 and became the same as 1998. However there was also an increase in

the expressed preference for Internet courses, showing an increase from 26.7 percent in 2005 to 38.0 percent in 2012. Older, less interactive technologies saw marked declines. Regulators may want to consider whether those technologies, which represent only 3.3 percent of first choice preferred course deliveries, should remain accepted for continuing education credit. Audio tape, in particular is among the top three preferred delivery methods for only seven percent of responding licensees. Compared to 2005, the preferred future delivery of continuing education became a lot less diversified.

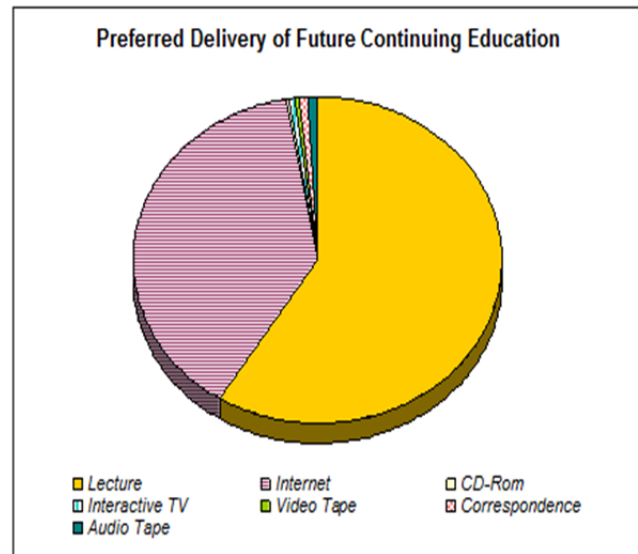


Table 52
Preferred Future Delivery of Continuing Real Estate Education
(Percentage Distributions)

	First Choice	Second Choice	Third Choice	Top Three
Lecture	58.7	18.9	9.6	87.2
Internet	38.0	40.7	11.2	89.9
Correspondence	0.8	4.3	11.4	23.7
Audio Tape	0.8	1.9	4.2	6.9
Interactive TV/Satellite	0.5	13.3	22.6	36.4
CD-ROM/Diskette	0.5	8.5	14.7	16.5
Video Tape	0.3	3.0	8.8	12.2

About 90 percent of the respondents ranked internet within their top three preferred delivery methods for future CE offerings. The next most preferred was live lecture followed by interactive TV/Satellite. Obviously, preferences towards individual leaning methods that utilize technology

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are becoming ever more apparent. Techniques which rely on a single learning style, audio tapes and video tapes continued to be the least preferred approaches overall.

Licensee CE Recommendations

Respondents were very likely to provide additional comments regarding their attitudes toward continuing education as currently administered in the state. A total of 299 respondents provided suggestions for improving the real estate education program in Washington. The top 10 suggestions are presented in Table 53. A complete list of suggestions can be found in Appendix 2, Q69.

Table 53
Top 10 Recommended Changes to Real Estate Education Program in Washington
(Number of Respondents)

Rank	Suggestion	Number of Mentions
1	Offer more live courses with higher standard	48
2	Offer a wider variety of courses	34
3	CE program is fine as is	31
4	Make courses relevant, updated and practical	27
5	Increase clock hour requirements	24
6	Offer more online courses	21
7	Make the course more difficult	18
8	Increase commercial course offerings	17
9	Improve local access to education programs	17
10	Reduce course costs	10

These recommendations follow the same trends as in previous years, specifically that licensees in Washington indicate a desire for higher-level, higher-quality courses than the mass produced (and usually residentially-focused), offerings currently available. The licensees agreed that they want these courses presented locally and at inexpensive rates. Unfortunately, these are often mutually exclusive wants. In almost all cases high quality education is costly to produce, and as the number of licensees for whom the instruction would be relevant declines, the higher the per-student cost will be. The directive of the Real Estate Commission and the Department is still clear: identify ways by which it is cost effective (for the producers) to obtain approval for high-quality education which can be delivered to audiences around the country without submitting to localized approval processes. This is true whether the objective is to provide increased access to specialty education or to provide local delivery of high quality residential programs via technology.

Social Media

In the last seven years the use of social media has exploded, and the real estate industry has largely embraced this technology to remain in contact with new and former clients and to advertise their services in a cost-effective manner. Accordingly, this 2012 survey introduced a section of social media usage.

About one-third of licensees do not use social media websites for their real estate business. Facebook and LinkedIn are the two most popular websites, followed by Google+ and Twitter. More than half of commercial specialists do not use social media to conduct their real estate business, but when they do, LinkedIn is the preferred tool. Other websites identified by respondents include craigslist and YouTube.

The use of social media as an advertising medium has also been identified by the Real Estate Commission as an area out of compliance with advertising regulations.

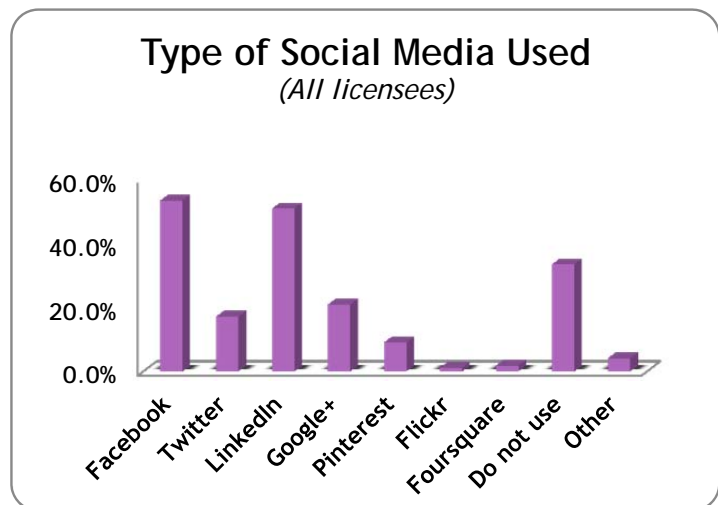


Table 54
Top Social Media Websites used in Real Estate Business
(Percentage of Respondents)

	All Licensees	Designated Brokers	Managing Brokers	Brokers	Residential	Commercial	Prop. Mgmt.	Other
Facebook	53.4	54.5	53.8	52.6	60.0	22.6	41.5	44.7
LinkedIn	50.9	53.0	60.3	46.5	51.8	40.3	36.6	59.2
Google+	20.9	28.8	25.1	17.2	20.9	17.7	19.5	23.7
Twitter	17.1	22.7	21.1	14.5	18.8	14.5	4.9	15.8
Pinterest	9.1	12.1	10.1	7.8	11.3	1.6	2.4	6.6
Foursquare	1.8	0.8	3.5	1.5	2.1	1.6	0.0	1.3
Flickr	1.2	1.5	1.5	1.2	1.4	1.6	0.0	0.0
MySpace	0.3	0.8	0.5	0.3	0.5	0.0	0.0	0.0
Habbo	0.2	0.8	0.5	0.3	0.0	0.0	0.0	0.0
Other	3.6	3.8	2.5	3.2	4.0	3.2	0.0	0.0
Do not use	33.4	31.1	31.3	36.3	30.6	53.2	46.3	28.9

Washington Real Estate Licensee Profile: 2012

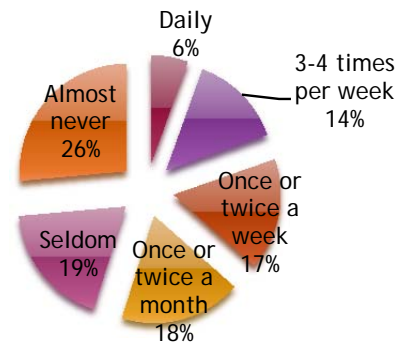
Among real estate licensees who use social media in their business, 26 percent indicate that they almost never post or update their professional social media accounts. Only six percent indicate they make daily updates.

The largest group of respondents (48 percent) indicates their primary business purpose in using social media is to raise awareness of their brand, followed by advertising to potential clients and networking with other real estate professionals, both at 21 percent.

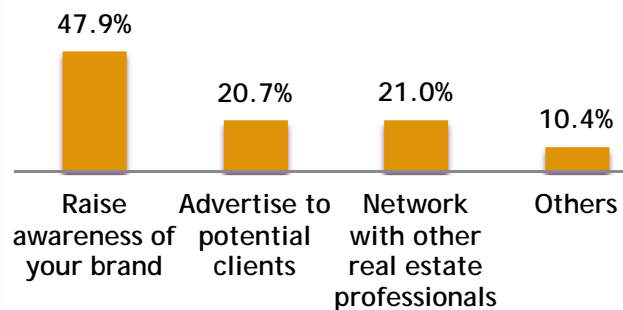
An open-ended question "How has adoption of social media affected your business?" was asked in the survey. The question was answered by 305 licensees. Most of the respondents who do not actively use social media pointed out that social media is time consuming and adds more work to their business. Of those who use social media actively for real estate business, 58 percent indicate social media has not affected their business or has affected it very little. The remaining 42 percent of respondents indicate social media is beneficial, especially in contacting more clients and improving awareness.

In addition to social media, the industry has turned to public listing websites in addition to their individual, team, firm and MLS visibility. Craigslist.org, Zillow.com and Trulia.com were identified by over half of respondents as the sites they use. Among commercial specialists, only craigslist was widely used (although CoStar and LoopNet were not identified choices). A significant majority (73 percent) of property managers indicated they use craigslist.

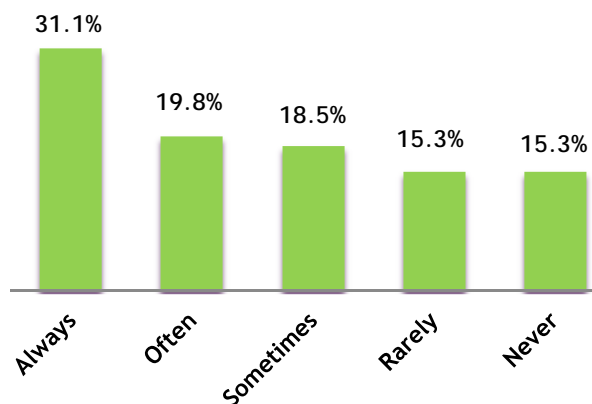
Update Frequency



Primary Business Purpose of Social Media Use



Frequency of Use of Public Listing Websites

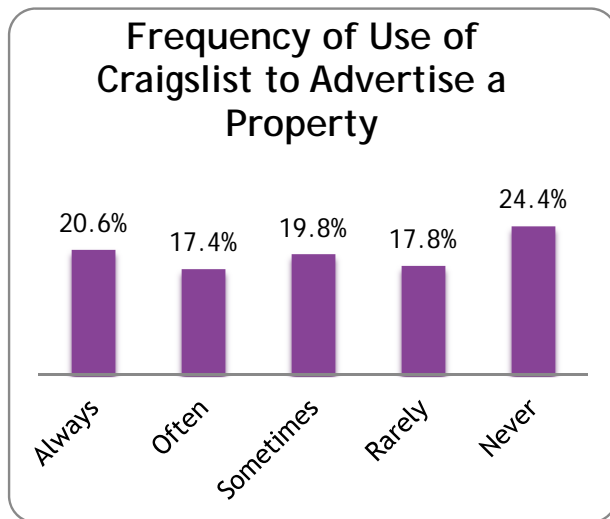


Washington Real Estate Licensee Profile: 2012

Table 55
Public Listing Websites
(Percentage of Respondents)

	All Licensees	Designated Brokers	Managing Brokers	Brokers	Residential	Commercial	Prop. Mgmt.	Other
Craigslist.org	57.4	61.0	50.5	60.1	57.9	50.9	73.2	50.8
Zillow.com	55.7	48.8	60.0	56.4	63.8	18.2	46.3	46.2
Trulia.com	51.8	43.1	52.6	54.2	61.3	9.1	31.7	44.6
Homes.com	19.6	15.4	17.9	22.7	23.9	5.5	9.8	12.3
Yahoo! Real Estate	17.0	15.4	15.8	18.1	19.5	3.6	12.2	15.4
Other	18.2	13.8	17.4	17.4	19.0	23.6	7.3	7.7
None	13.8	15.4	15.8	11.8	9.4	27.3	14.6	27.7

Others public listing websites include Realtor.com, tour factory, Windermere.com and John L Scott.com.



Concluding Comments

Finally, the survey asked licensees when they last changed their contact information and their preference to receive information from the Department of Licensing's Real Estate Program. The increasing duration of licensure and the infrequency of changing firms during the recession were reinforced by the fact that over three-quarters of licensees have not changed their contact information in over two years. Trends on increased reliance on technology were again apparent as 75 percent of the respondents indicated they prefer to receive communications from the Department via email, followed by postal mail at 24 percent. Since most real estate licensees indicate they receive more e-mails than they can handle, this result is a bit surprising.

Table 56
Last Change to DOL Contact Information
(Percent)

	Mailing Address	E-mail Address	Telephone Number
Last 6 months	6.2	5.4	2.3
6 – 12 months ago	7.3	3.8	1.8
13-24 months ago	9.1	6.2	2.0
More than 2 years ago	77.4	84.6	93.9

At the end of the survey, respondents were given an opportunity to evaluate DOL's performance generally, and to express their thoughts and concerns for the future of the industry and the actions they believe DOL should take to prepare for the evolution of real estate practices.

In general, there seemed to be a clear understanding of the roles of the Department, the Washington REALTORS® (and the local associations), and the multiple listing services. However, a significant number of respondents felt DOL should do a better job of enforcing the Code of Ethics or the MLS rules, both of which are beyond the Department's jurisdiction.

A total of 221 licensees provided comments "regarding the future of the real estate industry in Washington and DOL's role in providing regulatory oversight and consumer protection for the real estate industry." A large share of respondents mentioned real estate business becomes more web based with the development of technology. The value and "need" of a licensee is diminishing due to the high commissions and easy access to the wide ranges of information online. Home office business model is leading to less interaction with managers and lack of broker supervision. Respondents suggested DOL to keep up with times and be responsive to immediate changes in the market. At the same time, social media and web information need more regulation and oversight.

Washington Real Estate Licensee Profile: 2012

Some respondents indicated "All-Broker Licensing" is confusing and misleading the public. They recommended DOL to shift them back to salespeople/brokers. A few recommended that more regulations for the lenders/banks are needed, but again this is beyond DOL's scope.

The largest number of respondents to the final question feel it is too easy to obtain a real estate license. They were recommending more formal education requirements (such as an AA or bachelor's degree), more pre-license real estate education (120-200 hours) and tougher examinations. More continuing education was frequently mentioned, as was the need for DOL to be more proactive in enforcement activities. The most frequent responses to the question are summarized in the following table, with a complete transcription appearing in Appendix 2, Q85.

Table 57
Top Comments on Future of Real Estate Industry and DOL's Role

Comment	# of Respondents	% of Respondents
Tougher licensing requirements	35	15.8
More continuing education	17	7.7
Internet commonly used, Realtor less relevant	16	7.2
Keep up with times (technology, law, etc.)	14	6.3
"All-Broker licensing" confusing	13	5.9
Increase enforcement/penalties	12	5.4
Enhanced broker supervision	11	5.0
Enhanced ethics	11	5.0
Good "as is"	11	5.0
Present business model outdated	7	3.2
Specialty licensure	6	2.7
Oversight over lenders/banks	6	2.7
Educate public	6	2.7
Regulate alternative business models	5	2.3
Don't over-regulate	5	2.3
Keep listing sites updated	5	2.3
Prohibit dual agency	4	1.8

It is nearly impossible for a state agency to be proactive rather than reactive. The regulatory process is cumbersome and time consuming. Too often the public does not know that complaint vehicles are available to them and many real estate professionals are reluctant to submit formal complaints for fear this will negatively impact future business opportunities. A public service media campaign, an online customer comment board which has a much lower threshold of detail than a formal complaint might serve to augment what the small number of real estate commissioners or DOL staff hear via phone calls and allow the Changing Business Practice Committee, in particular, to deal with emerging concerns which have not arisen in their individual practice areas. Perhaps notice given to sellers and buyers at closing alerting them to a real estate "transaction satisfaction website" would help.

Appendix 1: Questionnaire

2012 Washington Real Estate Licensee Profile Survey

Washington State
Department of Licensing

Runstad Center
For Real Estate Studies

Washington Real Estate Licensee Profile: 2012

REAL ESTATE LICENSE DETAIL

Q1. In what year was your first real estate license granted? _____ Year Granted

Q2. In what year was your first Washington real estate license granted? _____ Year Granted

Q3. Do you currently hold real estate licenses granted by other states/provinces?

1. Yes

2. No

Q4. Which states/provinces? _____

Q5. What percentage of your real estate activity is conducted outside Washington State? _____ %

Q6. Which Washington real estate license(s) do you currently hold? (*Select all that apply.*)

1. Active Broker

2. Managing Broker

3. Designated Broker

4. Real Estate Firm

5. Inactive Broker

6. Inactive Managing Broker

Q7. In which Washington counties do you usually conduct business? (List all that apply)

DEMOGRAPHIC PROFILE

Q8. What was your age on your last birthday?

1. Less than 30 years

2. 30-39 years

3. 40-49 years

4. 50-59 years

5. 60-69 years

6. 70 years or more

Q9. What is your gender?

1. Male

2. Female

Washington Real Estate Licensee Profile: 2012

Q10. What is your marital Status?

- | | |
|------------------|-------------|
| 1. Never Married | 4. Divorced |
| 2. Married | 5. Widowed |
| 3. Separated | |

Q11. How many persons are in your household? _____ People

Q12. What is your race/ethnicity?

- | | |
|--------------------------------------|------------------------------------|
| 1. White/Caucasian | 4. Asian or Pacific Islander (API) |
| 2. Black/African American | 5. Multiracial |
| 3. Native American (American Indian) | |

Q13. Do you consider yourself to be of Hispanic origin?

1. Yes
2. No

Q14. What language is primarily spoken in your home?

1. English
2. Spanish
3. Other (please specify) _____

Q15. What is the highest level of education you have completed?

- | | |
|-----------------------------|---------------------------|
| 1. High School or Less | 6. Master's Degree |
| 2. Some College (No Degree) | 7. Law Degree |
| 3. Associate's Degree | 8. Doctorate |
| 4. Bachelor's Degree | 9. Other (please specify) |
| 5. Some Graduate Study | _____ |

Q16. Are you currently active in the real estate business?

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

Washington Real Estate Licensee Profile: 2012

PROFESSIONAL PROFILE

Q17. Please indicate the proportion of your real estate related work time which you devoted to each of the following real estate activities in 2012. (*Responses should total 100%.*)

____ % residential brokerage	____ % building and development
____ % commercial brokerage	____ % real estate appraisal
____ % industrial brokerage	____ % mortgage finance
____ % farm and land brokerage	____ % administrative and sales management
____ % property management	____ % real estate auction
____ % syndication/securities	____ % other

Q18. If other (Q17) please specify _____

Q19. Do you consider your real estate activities to be full-time or part-time?

1. Full-Time

2. Part-Time

Q20. How many hours per week, on average, do you work in real estate? _____ Hours

Q21. Is real estate your only occupation at the present time?

1. Yes

If NO, please specify other current occupation:

2. No

Q22. Prior to beginning a real estate career, what was your last full-time occupation (If none, please so indicate)? _____

Q23. In which multiple listing services do you currently hold membership? (check all that apply)

1. None	7. Lower Yakima Valley MLS	12. North Central Washington MLS
2. Northwest	8. Olympic Listing Service	13. Walla Walla MLS
3. MLS (NWMLS)	9. Whitman County MLS	14. TriCity
4. Spokane MLS	10. NE Washington MLS	15. CBACommercial
5. RMLS (Portland)	11. Lewis Clark MLS	
6. Yakima MLS		
16. Other (please specify) _____		

Washington Real Estate Licensee Profile: 2012

Q24. In which of the following Washington local Realtor associations do you currently hold membership? (check all that apply)

- | | | |
|---|----------------------------------|------------------------------------|
| 1. None | 13. Mid-Columbia | 24. Spokane |
| 2. Clark County | 14. Moses Lake – Othello | 25. Tacoma – Pierce |
| 3. Commercial Assoc. of
Portland/Vancouver | 15. North Central
Washington | 26. Thurston County |
| 4. Grant County | 16. North Puget Sound | 27. Tri-City |
| 5. Greys Harbor | 17. NE Washington | 28. Walla Walla |
| 6. Jefferson County | 18. Orcas Island | 29. Washington State
Commercial |
| 7. Kitsap County | 19. Port Angeles | 30. Whatcom County |
| 8. Kittitas County | 20. San Juan County | 31. Whidbey Island |
| 9. Lewis County | 21. Seattle – King County | 32. Whitman County |
| 10. Lower Columbia | 22. Sequim | 33. Yakima |
| 11. Lower Yakima Valley | 23. Snohomish County -
Camano | |
| 12. Mason County | | |

Q25. In which local or statewide real estate organizations (besides Realtor Association and MLS) licensees do you hold membership?

1. _____
2. _____
3. _____

Q26. How long have you been affiliated with your current firm (any office)?

1. Less than one year
2. One to two years
3. Three to five years
4. Six to ten years
5. More than ten years

Q27. Including your present position, with how many real estate firms (not separate offices of same firm) have you been professionally affiliated? _____ Number of Firms

Washington Real Estate Licensee Profile: 2012

Q28. What ownership interest do you have in this real estate firm?

1. None
2. Sole owner of firm
3. Partner in a partnership
4. Stockholder and corporate officer
5. Stockholder only

Q29. If you are not an owner, how are you affiliated with this firm?

1. Independent contractor
2. Employee

Q30. Which statement best describes your function in the firm? (Managing *brokers*, please choose closest description.)

1. General Manager–No Selling
2. Sales Manager–No Selling
3. General Manager–Some Selling
4. Sales Manager–Some Selling
5. Salesperson/Leasing Agent
6. Personal Assistant
7. Other (Specify) _____

Q31. Please help us understand the productivity of real estate licensees by describing your **personal** business in 2012.

- ____ Number of exclusive or MLS listings you secured
- ____ Number of your listings that were sold by you and others
- ____ Number of sales (of anyone's listings) you effected

Q32. When working with **residential buyers**, please indicate how often each of the following agency relationships was established in 2012. (Total of response should equal 100%.)

- | | |
|--------------------------------|-------------------------------|
| ____ % Seller's Agent/Subagent | ____ % Disclosed Dual Agent |
| ____ % Buyer's Agent | ____ % Nonagent (Facilitator) |

Washington Real Estate Licensee Profile: 2012

Q33. What was your total 2012 dollar volume (not commissions earned) of residential real estate activity? _____ Dollars

Q34. What was your total 2012 dollar volume (not commissions earned) of nonresidential real estate activity? _____ Dollars

Q35. Please approximate your personal income (after deducting business expenses, but before personal expenses and income taxes) from your various real estate work for the year 2012. _____ Dollars

Q36. What approximate proportion of your household income did this represent? _____ %

Q37. Many organizations in the real estate industry have developed designations which can be earned through advanced education and experience. Which designations have you earned during your real estate career?

OFFICE STRUCTURE

Q38. How much time (average hours) do you spend at work in each of the following locations?

_____ Your firm's office

_____ Auto

_____ Your home office

_____ Alternative location(e.g. restaurant)

_____ Client/customer home or office

Q39. Which of the following best describes the frequency with which you use the office provided by your firm?

1. Daily (5 or more times per week)

4. Infrequently (less frequently than once a week)

2. Regularly (2-4 times per week)

5. Never / No office provided

3. Weekly (once a week, on average)

Q40. Where do you receive business mail?

1. Home

3. PO Box

2. Firm's Office

4. Other (please specify)

Q41. Which phone numbers appear on signs? (Mark all that apply)

1. Company office

3. Pager/Cell phone

2. Home

4. Other (please specify) _____

Washington Real Estate Licensee Profile: 2012

Q42. Is your company a "home office" company, meaning salespeople work exclusively from their homes?

1. Yes
2. No

Q43. Does your company offer a "home office" program?

1. Yes
2. No

Q44. What services does your company provide? (Mark all that apply)

- | | |
|------------------|---------------------------|
| 1. Call Center | 5. Fax machine |
| 2. Phones | 6. Computer |
| 3. Meeting space | 7. Other (please specify) |
| 4. Copier | _____ |

Q45. Please check all statements which describe your managing broker/office manager.

1. Is readily available to answer questions or discuss problems involving listings, offers, or transactions.
2. Reviews all listing agreements in detail before inputting property on MLS.
3. Reviews purchase and sale agreement with salesperson before it is presented to seller.
4. Encourages me to discuss challenging customer/client situations.
5. Provides a peer review for all transactions.
6. Spot-checks transaction files.
7. Delegates all transaction-related monitoring to sales manager.
8. Reviews all offers following mutual acceptance to ensure they are complete/correct.
9. Requires salesperson to complete a deal cover sheet for each transaction.
10. Verifies amount and location of earnest money deposit.
11. Leaves me alone unless I have a question.

FIRM CHARACTERISTICS

Q46. Which of the following best describes the legal status of the real estate firm with which you are affiliated?

- | | |
|-------------------|----------------------------------|
| 1. Proprietorship | 4. Limited Liability Partnership |
| 2. Partnership | 5. Limited Liability Company |
| 3. Corporation | |

Washington Real Estate Licensee Profile: 2012

Q47. How many offices does your firm operate in Washington? _____ Offices

Q48. Is your firm affiliated with a real estate franchise organization?

1. No
2. Yes, National Franchise
3. Yes, Local/Regional Franchise

If YES, please identify _____

Q49. What is the total number of persons associated with or employed by your firm in the following categories, both in your office and throughout Washington?

	Desig./Indep. Brokers	Managing Support Brokers	Broker Licensees	Support Staff
# For Your Office	_____	_____	_____	_____
# Statewide	_____	_____	_____	_____

PERSONAL ASSISTANTS

Q50. Did any personal assistants work for you during 2012?

1. Yes
2. No

Q51. How many personal assistants worked for you in 2012?

	None	1	2	3	4 or more
Licensed	_____	_____	_____	_____	_____
Unlicensed	_____	_____	_____	_____	_____

Q52. How many hours per week (on average), did your personal assistant(s) work? _____ Hours

Q53. How were the assistants compensated?

1. Hourly wage
2. Annual salary
3. Share of commission

Washington Real Estate Licensee Profile: 2012

Q54. Who was the formal employer of the assistant(s)?

1. Individual salesperson
2. Firm

If broker was employer, how much of compensation cost was assessed to broker licensee? (percent) _____

Q55. What was the employment status of your personal assistants?

1. All were independent contractors.
2. All were employees
3. Mix of independent contractors/employees

Q56. Which activities do personal assistants perform for you? *(Mark all that apply.)*

- | | |
|--|--|
| 1. Input listings on MLS | 9. Referral agent |
| 2. Prepare materials for listing presentation | 10. Prospecting/telemarketing |
| 3. Pre-screen properties in advance of tours with buyers | 11. Meet appraisers, etc. |
| 4. Host open houses | 12. Schedule appointments |
| 5. Write ads | 13. Courier |
| 6. Attend closing | 14. Drive customers around to familiarize them with neighborhood |
| 7. Assemble paperwork for closing | 15. Other (please specify)_____ |
| 8. Receptionist | |

TEAMS

Q57. Are you part of a real estate "team," working jointly within your firm?

1. Yes
2. No

Q58. What is your role in the team?

1. Team leader
2. Licensed member of team

Washington Real Estate Licensee Profile: 2012

Q59. How many people are a part of your team?

- _____ Managing Brokers
- _____ Brokers
- _____ Licensed Assistants
- _____ Unlicensed Assistants

Q60. What real estate license does the team leader hold?

- 1. Managing Broker
- 2. Broker
- 4. None

Q61. What advertising media highlights the team rather than the firm (although the firm identification may be present). *(Mark all that apply.)*

- | | |
|--------------------------|---------------------|
| 1. Newspaper | 5. Flyers/brochures |
| 2. Web site/Internet | 6. Television |
| 3. Magazine | 7. Billboards |
| 4. Business cards | 8. Yellow Pages |
| 9. Other (specify) _____ | |

Q62. Of your personal expenditures on advertising in 2012, what proportion fit in each category? *(Should total 100%).*

- _____ Me and my personal listings
- _____ My team and the team's listings
- _____ My firm

CONTINUING EDUCATION

Q63. Have you renewed your real estate license at least once?

- 1. Yes
- 2. No

Washington Real Estate Licensee Profile: 2012

Q64. Which of the following types of courses did you use to satisfy your continuing education requirement for your most recent license renewal? *(Mark all that apply.)*

- | | |
|-------------------------------------|--|
| 1. 30-hour live instruction/lecture | 5. Several shorter lecture courses (e.g., 7.5 clock hours) |
| 2. 30-hour computer/online course | 6. Several shorter audio/video courses |
| 3. 30-hour audio/video tape course | 7. Several shorter computer/online courses |
| 4. 30-hour correspondence course | |
| 8. Other (please specify) _____ | |

Q65. Which topical areas were covered in the CE classes used for your most recent renewal? *(Mark all that apply.)*

- | | |
|------------------------------|----------------------------------|
| 1. RE Law | 9. Tax |
| 2. RE Finance | 10. Appraisal |
| 3. Current Trends and Issues | 11. Brokerage Management |
| 4. Agency | 12. Commercial topics |
| 5. Selling Techniques | 13. Property Management |
| 6. Ethics | 14. Construction/development |
| 7. Insurance | 15. Core Curriculum |
| 8. Investment | 16. Other (please specify) _____ |

Q66. If they were available for clock-hour credit, which of the following course delivery methods, at equivalent costs per hour of instruction, would you prefer? (Rank top 3, 1st = most preferred)

	1 st preference	2 nd preference	3 rd preference
Live lecture	_____	_____	_____
Interactive TV/Satellite	_____	_____	_____
Audio tape	_____	_____	_____
Video tape	_____	_____	_____
CD-ROM/diskette	_____	_____	_____
Correspondence	_____	_____	_____
Internet	_____	_____	_____

Washington Real Estate Licensee Profile: 2012

Q67. For the continuing education courses you took for your most recent license renewal, please evaluate the following qualities.

	Excellent	Good	Fair	Poor	No Opinion
School(s)	1	2	3	4	5
Instructor(s)	1	2	3	4	5
Course(s)	1	2	3	4	5
Instructional Material	1	2	3	4	5

Q68. Please evaluate the overall quality of continuing education courses you took during the last two years, for each instructional method.

	Excellent	Good	Fair	Poor	Did not Use
Live instruction/Lecture	1	2	3	4	5
Internet/Online	1	2	3	4	5
Interactive TV/Satellite	1	2	3	4	5
Audio tape	1	2	3	4	5
Video tape	1	2	3	4	5
CD-Rom/Diskette	1	2	3	4	5
Correspondence	1	2	3	4	5

Q69. If you could change the continuing real estate education program in Washington, what changes would you make?

BROKERAGE RELATIONSHIPS

Q70. When do you describe your responsibilities under the Real Estate Brokerage Relationships Act (RCW 18.86) to the clients and customers?

1. At first meeting
2. When it first appears this relationship may lead to a transaction
3. At the same time a listing agreement or purchase/sale agreement is signed
4. Other (please specify) _____

Washington Real Estate Licensee Profile: 2012

Q69. When you are working with a residential buyer, do you?

1. Ask them to sign a buyer brokerage form
2. Ask them to waive buyer brokerage and allow you to function as a transaction broker
3. Operate under the implied buyer agency
4. Create an oral buyer agency relationship
5. Recommend returning to old-fashioned subagency
6. I do not work with residential buyers.

Q71. How well do you believe your purchasers understand your agency duties?

1. Very well
2. They understand high points only
3. They don't generally pay attention
4. Don't know

Q72. How well do you believe your sellers understand the role played by buyer's agents?

1. They still believe all agents do or should work for seller, since seller pays the commission.
2. They understand it works to their benefit when they buy.
3. They feel it clarifies prevailing practices.
4. They really do not understand buyer agency.

Q73. When a cooperating agent seems to be acting in a way which is inconsistent with his/her responsibilities, how often does it seem:

	Frequently	Occasionally	Seldom	Never
They do not understand their duties.	1	2	3	4
They are disregarding their duties.	1	2	3	4

Q75. What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

Washington Real Estate Licensee Profile: 2012

SOCIAL MEDIA

Q76. Which of the following social media websites do you actively use for your real estate business? Select all that apply.

- | | | |
|----------------------------------|--------------|--|
| 1. Facebook | 5. Google+ | 9. My Space |
| 2. Twitter | 6. Pinterest | 10. Foursquare |
| 3. LinkedIn | 7. Habbo | 11. Do not use social media for business |
| 4. Qzone | 8. Flickr | |
| 12. Other (please specify) _____ | | |

Q77. How often do you "post" or "update" your professional social media accounts?

- | | |
|-------------------------|--------------------------|
| 1. Daily | 4. Once or twice a month |
| 2. 3-4 times per week | 5. Seldom |
| 3. Once or twice a week | 6. Almost Never |

Q78. What would you say is your primary business purpose for participating in social media?

1. Raise awareness of your brand (Personal or Firm)
2. Advertise to potential clients
3. Network with other real estate professionals
4. Other (please specify) _____

Q79. How has adoption of social media affected your business?

Q80. What public listing websites (if any) do you typically use? Select all that apply.

- | | | |
|---------------------------------|-----------------------|-------------------|
| 1. None | 4. Home.com | 7. ZipRealt.com |
| 2. Zillow.com | 5. Trulia.com | 8. Craigslist.org |
| 3. RedFin.com | 6. Yahoo! Real Estate | |
| 9. Other (please specify) _____ | | |

Washington Real Estate Licensee Profile: 2012

Q81. How often do you use public listing websites?

- | | |
|--------------|-----------|
| 1. Always | 4. Rarely |
| 2. Often | 5. Never |
| 3. Sometimes | |

Q82. How often do you use Craigslist.org specifically to advertise a property?

- | | |
|--------------|-----------|
| 1. Always | 4. Rarely |
| 2. Often | 5. Never |
| 3. Sometimes | |

CONCLUDING QUESTIONS

Q83. When did you last change the following:

	Last 6 months	6-12 months	13-24 months	More than 2 years ago
Mailing address	_____	_____	_____	_____
E-mail address	_____	_____	_____	_____
Telephone number	_____	_____	_____	_____

Q84. How do you prefer to receive information from the Department of Licensing's Real Estate Program?

- | | |
|--------------|-------------------|
| 1. Post Mail | 3. Text message |
| 2. E-mail | 4. Telephone call |

Q85. Please provide comments in the space below regarding the future of real estate industry in Washington and DOL's role in providing regulatory oversight and consumer protection for the real estate industry.

Appendix 2: Suggestions from Licensees

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?80

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?.....93

Q79: How has adoption of social media affected your business?102

Q85: Please provide comments in the space below regarding the future of real estate industry in Washington and DOL’s role in providing regulatory oversight and consumer protection for the real estate industry? In particular, what do you see as emerging issues or trends in the marketplace; and how should the DOL react?.....110

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "Courses not timed on line"
- "More live classes"
- "Include Property Management Courses"
- "I would make the hourly requirements shorter for people who are actively involved in the industry (40+ hours weekly), who are involved at a leadership level industry associations (SIOR, CCIM, NAR, WAR, and who have over 10 years in the industry. The education is very limited, the classes are redundant. The only items we really need are items that have changed substantially."
- "Perhaps more opportunities to get hours in a live lecture situation. The on line classes have become redundant. I always learn something, but really I can usually pass the tests without reading the material at this point."
- "The type of classes seems redundant over the years. Alternatives in other fields of accounting, law and management should be approved."
- "Core Curriculum not necessary for every renewal"
- "Clock hour credit for advance business management training like ""Ninja"" training offered by Larry Kendall."
- "More in depth knowledge in online classes."
- "Make classes with better and more relevant content. Increase education requirements. Stop pandering to the lowest common denominator. Raise the bar and level of professionalism."
- "Since I get all of my 30 hours every two years from attending WAR Conference in October for two days, I am very satisfied."
- "Keep it high level and advanced."
- "After 30 years + you don't have to take more except if laws change, you have to know the legal obligations"
- "I would make it so that agents like me who left for a while and came back didn't have to do the 90 hour renewal. I am an experienced agent and could use my house more productively."
- "all courses would be available on the internet"
- "can't think of anything"
- "Program works pretty well as it is. Just enough continuing education not to interfere with the course of business while keeping you up to date."
- "CBA does one hell of a good job"
- "CD-ROM tracking of hours use actual hours used, NOT hours required by course. It makes you go over material again just to clock the needed hours. (At least course I used for previous renewal.)"
- "control costs"
- "Add some training on today's Technology in Business Communication and fundamental understanding of preventing from computer's hacker."
- "None"
- "Add more commercial elements, reduce overlap"
- "Reduce Hours- Increase Bulletins From State-Have Bulletins Mailed to Each Licensee"
- "Less regurgitated government up-chuck and more practical info"
- "make it relevant to the actual business"
- "Core classes need to be current."

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "More classes relevant for commercial agents"
- "15-18 Annual clock hours"
- "I would specify and separate commercial focused classes and residential focused classes."
- "Internship required for all new licensees. 6 months with a managing broker."
- "More CCIM courses offered live and via Internet"
- "Allow shorter classes"
- "require more education and testing"
- "More commercial courses. Courses should be geared to level of agent experience."
- "More Property Management courses. The real estate sales offerings don't pertain to what me and my staff do for a living. It's very difficult to get a good PM clock hour class. There are a lot of trade associations that offer designation classes. These classes should be easier to qualify for clock hours. I've had to work through the system to get a PM class qualified and it wasn't easy."
- "provide commercial RE courses for commercial licensees"
- "more varied topics available on line"
- "Real estate licensing in WA is geared for residential. (As was this survey - as a corporate broker I was challenged to find ways to answer the questions on this survey. The continuing ed courses are a joke for professional employees. Perhaps have different tracks for commercial and residential licensing. The required courses (Fundamentals/Practices) repeat the same information and are a waste of my time. I understand the material the first time - why do I need to repeat 'learning' the material again?"
- "more updated to the current market situation."
- "Once every 4 years"
- "ability to repeat courses every few years (besides just RE law)"
- "I THINK IS HAS THE QUALITY OF PROGRAM AND INSTRUCTORS AS IS"
- "less residential"
- "More commercial options"
- "Reduce hours required for ""seasoned"" brokers. Perhaps just require a legal update course. I've been licensed since early 1970's & most classes seem to be a required waste of my time."
- "Person to person contact with more seasoned brokers. Mentoring. Asking about problems that come up. Contemporaneous discussions on real live situation. Deal is the current real world. Out with the old and in with the new. Interview and grade one another. Have a live chat group. Attend a mixer. Create a toastmaster situation. Spend one day at the business school at the U of W. Spend one day in Olympia. Spend one day at a MLS office. Spend a day in a different brokerage company. Spend a day in a title company. Spend day at an escrow company. Spend a day at an appraisal company. etc."
- "More offerings for commercial, especially property management. After achieving all the designations available to a commercial property manager, which I used for clock hours, now I will have to seek out typical real estate schools, which do not have a good selection of topics for commercial real estate and property management."
- "A number of the courses are no longer relevant, the industry has moved beyond the information provided."

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "Take away the 'hours' requirement. Complete the work, pass a test and you are done."
- "None"
- "streamlined"
- "Make the courses offered more meaningful. I satisfy most of my credits by taking legal continuing ed courses. The real estate courses are mostly a joke."
- "more property management courses. More hours required for renewal and limit on taking same class over and over."
- "Improve life instructor's quality."
- "I would make it about real life real estate instead of the fantasy land that the lessons are created from..."
- "Provide some relevant choices"
- "More commercial live courses on the Olympic Peninsula."
- "Reduce travel time and expenses"
- "Cease requirements for over 60 year olds"
- "make it worthwhile."
- "No online credits"
- "None"
- "More commercial offering"
- "everything seems to be great"
- "More on Property Management. There are far more rentals being listed in the MLS, more brokers listing rentals and selling to investors. Sales brokers need to be informed if they are going to do this business."
- "Lots of topics are too shallow in depth. More web interactive."
- "more classes more often in a variety of places."
- "Number of clock hours is stupid; it shouldn't be time in the seat but do you comprehend and assimilate the information"
- "Higher standards"
- "Increase use of live webinars"
- "For internet/online instruction: Make the courses specific to Washington State, rather than generic, especially where issues of law or current practice are concerned. Improve the course delivery, in particular, assuring that the questions in the course evaluations actually relate to the material presented in the course."
- "none"
- "Make classes closer to me (Moses Lake) and cheaper so I can take more! The trainers should have been realtors so they understand how to relate the training to how we need to learn it."
- "I would require people to take tests for all classes, not just the internet classes"
- "Notice directly to the agent of the courses required to renew license, such as ""Current Issues"" and ""Core"" and when it is required to be completed."
- "None"
- "As an instructor, I would like to earn clock hours for the classes I write. E.g., I'd like to get credit for the core curriculum class that I spend hours researching and writing. Therefore, I believe I know the information yet I have to take the class from another instructor. Frustrating."
- "No long classes."
- "Free classes."

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "less importance to a fixed number of hours and more importance to relevant new, updated, and changing trends or new regulatory compliance."
- "Don't change it. It is fast and easy to complete and get back to selling."
- "more classes east side of the state- from west side instructors"
- "No Opinion...Maybe keep current with education file instead of filing all the class work at one time."
- "classes that are relevant instead of just junk to satisfy the license requirement."
- "More life offerings in Chelan County. Just cannot afford in time, money, to travel and stay overnight."
- "None"
- "Eliminate the requirement after a person has been in the business at least 10 years. We have no new materials and thus one keeps going over the same ole' stuff! I have known of DB's having someone do the course for them."
- "More focus on avoiding anti-competitive behavior"
- "My only problem is with other agents, some are just unethical lying agents."
- "WR classes that do not provide adequate customer support!!! More live courses so we learn from others in the room as well as the teachers. Not having EdCon on Monday"
- "I would love to actually learn something about marketing or about real estate. Most of the classes are a waste of time and about getting the hours. I learn more every day reading blogs than I ever have in a class."
- "Make ethics every 2 years along with the CORE curriculum."
- "more practical application, more concise, include technology"
- "Have a register available online that showed which classes I have taken, their hours, and also mandatory classes (hard to keep track)"
- "Better option2 and choiced of classes, new material"
- "no idea"
- "Get dual credit for real estate courses that overlap with appraisal interests"
- "More cooperation between schools and inter school exchange or sharing of instructors."
- "More current content."
- "More substantive classes on law, risk management, practical classes on correct practices for listing and selling properties (not how to attract buyers) the real stuff that agents encounter, more on property management, how to list and sell associations properties and the laws applicable to them (very few agents understand the consequences of listing and selling association properties so buyers and sellers are at risk), learn how to write clear addendums (Buyer to leave drapes (when they mean all window coverings) (Builder to install carpeting at Builders cost - when they mean the carpet in unfinished upstairs area installed and priced at the Builder's discounted price but the Buyer agrees to pay for the installation). Serious need for Agents to learn how to write clear and descriptive verbiage on their documents. Laws and regulations affecting rental properties. Survey class on the stupid and outrageous things that Agents do and have created consequences - giving out keys before a property closes, giving Buyer or allowing

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

Buyer to go into property alone during the transaction period, forging signatures, failure to account for money, stating that they will not give ""their seller - or buyer"" an offer or an offer to renegotiate an offer to purchase, waiting several days to present an offer to purchase as they wait to sell it themselves or get more offers, and a litany of poor behavior as evidenced by Grievance and Professional Standards and NWMLS complaints or complaints to the Real Estate Division. More substantive classes as opposed to so many on ""social media."" Those are okay but for those of us who want to take classes with more ""meat"" in them and practical applications for day to day activities, it would be good to have more choices for those type of classes."

- "Require more education on contract law and ethics"
- "more applicable"
- "Put some variety in the classes/they are sp redundant Put more classes available in SW Washington"
- "Make it more universal with Idaho courses."
- "More roll playing and interaction activities...in a fun way. It is a better way to learn than just to sit and listen."
- "I think the mandatory PSA class is overkill. There are not enough changes in the PSA every two or four years to make agents sit in a room for 8 hours to learn only 15 minutes worth of new changes."
- "n/a"
- "Need more live classes east of the state"
- "Make it easier to develop class materials, faster more streamlined approval"
- "Require live lecture for major portion of required hours."
- "More up to date info. More required classes"
- "Get better, more interesting lively instructors..."
- "topics for advanced agents teachers with enthusiasm for their topic"
- "Have a test required to obtain clock hours."
- "no comment"
- "None"
- "I'd have two separate real estate licenses. One for Sales and one for Property Management activities"
- "Make it more challenging to renew. Increase the amount and quality of education required."
- "Not so much reading from power point or outline...more interactive."
- "none"
- "I think that a portion of continuing ed should be required to be live. There is value in a live person and interaction with peers."
- "Real Estate Law - Case Studies Require more instructor training (subject specific) Specific classes for Managing Brokers and Designated Brokers"
- "keep costs down"
- "More live local classes, with current topics!"
- "More live classes in the Spokane area from October thru February"
- "Make the license valid for at least 3+ years and reduce the hours likewise for that period."
- "Lower the cost"

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "The continuing education program is very good. It is varied, relevant, and apropos to the industry. BUT I believe it would help mightily to enlist the efforts of full time real estate practitioners and education specialists to help develop materials and testing of knowledge that would actually help salespeople and the public in the state licensing program. The current system is a sham, a joke, and a disgrace. When talking to new licensees I am ashamed that they have been given a license and not educated in the most basic of techniques regarding real estate."
- "More topical. I have taken some of the classes 2-5 times."
- "No change"
- "mandatory 15 hrs. of ethics, agent to agent communication skills and skill in being a professional full time realtor."
- "Make more "" interesting"" courses available in Spokane!"
- "Make it more affordable."
- "None"
- "Require less Continuing Education clock hours for brokers who have been licensed as full-time brokers for longer periods of time. After 17 years of continuing education, there aren't many things to be learned. The whole 'designation' system seems more like a ploy to get us to spend money on either classes or dues for membership."
- "Eliminate the on-line classes"
- "I would like it to be less expensive. The real estate industry already bleeds us dry with fees. Not everyone makes hundreds of thousands of dollars in this industry. They give away our listing information to every internet site for free but charge us to put the information on the MLS. There's something really wrong with that."
- "I would like to see someone review the internet classes. some of them are terrible. They do not make sense and do not cover the material that they test on. I have a masters degree and if I am having trouble following a class than there must be something difficult with the class. I am sorry if that sounds arrogant but after being an agent for 20 years and having an advanced degree I should not struggle with a class."
- "MORE DIVERSE CURRICULUM AND LESS REPETITION OF SAME REQUIRED COURSES"
- "No changes"
- "Less Money"
- "I would create a state wide designation. where a broker could work through a prescribed set of courses over time, and achieve a designation setting him or her apart from other brokers. I feel that this would give the public a bench mark, with which they could choose the most able representation."
- "Courses needed at different years are very confusing! Consolidate"
- "I'd make more Idaho & Washington dual classes"
- "None"
- "More designation courses"
- "More live courses. I do not ever want to use online courses again. Only did it because I did not see a CORE class coming up by Sept. My renewal date. Didn't learn a thing that was useful for my business. I really liked Annie Fitzsimons legal class which was interactive on-line."
- "MORE CLASSES TO BECOME AVAILABLE"

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "More specific to contracts so Realtors know and understand them inside and out"
- "more online courses that cover different topics"
- "DOL should require that at least half of the Continuing Education Hours be taken at live courses. Licensed Brokers that receive their education in this way make for more informed and professional Real Estate Brokers."
- "make sure any day classes are at least 7.5 hours"
- "intensive form review classes"
- "Most live instructors are very poor and their content is impertinent. I much prefer online information as it is much more robust in content and accuracy. It is also much more convenient. I live rurally and it takes a great deal of time, expense and effort to get to a live class, is too expensive and a waste of time in quality of content and instruction."
- "Less of it."
- "More courses need to be in Clark County."
- "wider variety of classes for the experienced agent. For live instruction classes, more of them offered in my area."
- "Listing forms completion."
- "Offer some evening classes"
- "Greater selection of topics."
- "Less hours for experienced agents. Lots of repetition each renewal"
- "Would like to see the designations not have fees to keep it active. Once you have received your designation you have that education just the same as when you get a degree or training in another field. It is understandable that you need to keep current with your license as things are always changing. However with all the different designations there are so many fees that don't make sense. When I went to college I got my degree. It doesn't go away and it's not inactive."
- "Make it more about relevance and less about hours"
- "Classes taught on the Palouse to be more readily offered."
- "Make it relevant to actually handling transactions. Case studies would work best. We learn the most from experience, second most from others experience. Book learning and law has its place, but doesn't really make a better realtor."
- "None"
- "Bring back the great teachers to Ed-Con (Ollie Frasca, Amy Chorew, etc..)"
- "I would get the classes more available to/in Eastern Washington. I would change out some of the instructors from the classes they repetitively teach or allow for other instructors to teach same classes."
- "Internet/online"
- "Make more classes available in-person in Spokane"
- "Need more options applicable to commercial real estate."
- "More course with dual credit for other neighboring states, like Idaho. More training on how to do RE evaluations."
- "Need some new interesting classes, have been taking many advanced classes that don't count for education such as advanced real estate accounting."

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "The training is exceedingly repetitive, boring and of virtually no value. There is nothing really new and innovative. It is essentially an exercise in busy work and has very little meaning in a professional sense."
- "live webinars"
- "Eliminate the horrific online, cut rate courses that do not offer anything beneficial other than acquiring the clock hours"
- "MORE classes that are applicable to commercial real estate!"
- "No idea"
- "New instructors"
- "None"
- "There should be an interactive required course for legal issues. Associate Brokers have a limited understanding of the legal aspects and the responsibility they have legally to their clients. Actual scenarios and case studies would bring to light the hot topics of real estate and make everyone have a greater appreciation of their legal responsibility as an RE Broker"
- "More license law. I don't feel the Brokers no it."
- "Have classes for ""commercial only"" practitioners."
- "more in person; less on line"
- "Require a forms class to be taken every 2 years in addition to core. Require a certain amount of continuing education to be from live instruction - I do not believe most pay attention with the other methods. The main objective is to get the hours in as rapidly as possible. In other words, as the Designated Broker I have had many tell me of things they have learned in live instruction situation be cannot recall a one with all the other methods. I have an office of 90 plus Brokers."
- "Courses on RCWs, WACs, recent changes in RCWs and WACs. How to write policy manual"
- "more commercial offerings. Not enough changes to make any substantive curriculum additions so you end up taking things over and over. Too many clock hours requirements for the lack of change in the industry."
- "More classes for property managers."
- "more live lecture requirements from current practicing real estate professionals."
- "Eliminate audio, video and correspondence courses."
- "More variety or class content. It seems like I take the same courses over and over again each year!"
- "nothing, currently"
- "More variety of live courses and reasonable fees."
- "Require ARELLO certification for Internet/Online education - for both pre-license and CE. That would eliminate bad providers, verify instructor credentials and help guarantee clock hours are actually met. Course design needs this in Washington!"
- "More available commercial real estate courses"
- "No changes"
- "Encourage Schools to provide courses that are specifically designed for those that manage commercial properties."
- "Courses of real value rather than just courses to satisfy CE requirements."

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "Supplement cost in exchange for a broker willing to take multiple courses."
- "no reply"
- "No changes"
- "The material appears not to be verified by anyone. I found many errors in the course that I took, blatantly at odds with state rules and regulations."
- "I appreciate live classes for the interaction and question/answers"
- "Make industry conferences count towards CE"
- "Continuing Ed is good. We need getting first license more involved in course load and first year field training. Perhaps mandatory Mentor programs."
- "NA"
- "For online courses - would add sound or incorporate video. I believe you learn better when you are reading and listening."
- "More legislative updates for brokerage. Allow use of social media education explaining the new Social Media Guidelines"
- "Cut down on the incorrect information being taught. Eliminate CE courses which are just sales pitches (e.g. do a 1031 exchange). Eliminate courses which just teach agents how to attract clients, etc."
- "More live courses"
- "More cross over with appraisal licensing as they are interrelated and both through WADOL so there should be some reciprocity involved between accepted courses."
- "Saturday & evening courses"
- "Make it more challenging and more in-depth"
- "Someone needs to more closely monitor/approve the online courses. Most of them have horrible grammar/spelling errors and several times I've even had to answer the questions wrong in order for it to be counted as correct in the scoring. I'm serious!! There was no doubt what the correct answer was, but the program would count it wrong until I changed it to what was the wrong answer."
- "It's fine the way it is"
- "I encounter a lot of REALLY shoddy contracts. More emphasis should be placed on writing skills and contract law. In fact, I think you ought to up the ante and require a minimum of a two year college degree in order to get a real estate license and a four year degree to be a managing or designated broker. Let's weed some of the flakes out of this business because there are way too many of them. I'm amazed that they don't cause more litigation than they already do."
- "Require at least one live, classroom course for each renewal--7.5 hours"
- "Require a law class for every renewal."
- "i would require that all agents take continuing education courses to get an actual managing brokers license within the first two years being granted for apprenticeship ... and if the agent fails to get an actual broker's license within two years they are done in real estate. calling a sales associate a broker to somehow inflate their ego is a sham on the public!"
- "Require higher standards for online courses. Some are poorly written with spelling errors & quiz errors. Offer more property management courses."
- "None"
- "Mastery instead of Clock Hours"

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "Allow any 1 hour or more real estate meeting with designated professionals...CCIM CPA, CPM, etc to qualify toward hours needed. We're adults and can manage our education in more productive forums."
- "None"
- "The advanced practices and law courses are very repetitive - don't require both, merge into one (or have 2 non-overlapping curriculums)."
- "have to attend class live ! more on generation changes, more on legal case law"
- "Require more CE hours for renewal."
- "I would like to see more emphasis on contracts; negotiating, etc."
- "allow competency testing for Managing Brokers and those Brokers with more than 5-7 years of full time experience."
- "more practical, more on sales agreements, forms."
- "More webinars"
- "LESS RESTRICTION ON WHAT CLASSES QUALIFY"
- "Have specific programs for Commercial RE Practitioners"
- "make it about aptitude rather than just time spent or a combination of time and testing the material."
- "There needs to be more free courses. I am a member of the King County Realtors Association (forced to by my firm), they provide CE, but at a cost. I'm not sure why I pay them. They say it's for lobbying, but I believe lobbyists are a large part of the problem with politicians."
- "Have some type of mandatory professionalism class to go along with the required core class."
- "Either much easier or much more difficult. Right now, in the middle and not very effective."
- "I hate live instruction! I want more distance learning in the form of AUDIO & VIDEO. It's easy to relate to, you can listen to in the car or while traveling. You get much more nuance from the speakers words and ideas than reading words on a screen. There also needs to be much better proofing & screening of online instruction. I did a 30 hour renewal package from WAR (through 360 Training) recently and it was really poor. Much of it didn't make sense and some appeared to have just been cut & pasted from the RCWs without much 'teaching' applied. Also some of it isn't organized correctly (some test questions show up BEFORE the material is presented!). Typos, erroneous information, some test questions worded or presented in a confusing way or questions asked that were never even covered in the material. If you get one wrong you have to repeat the entire chapter, etc. Sometimes you have to do this over and over, each time 'guessing' at the answer they want because it was never presented in the material or the questions don't make sense. Also some of the courses took much, much longer than the clock hour credits. Some took me 50%-100% longer than the advertised clock hours -- possibly because of all these issues. I was very frustrated! What qualified real estate person reviews this stuff before it goes to press???? I'd like more classes on using the latest cutting edge technology, digital marketing, social media, tech tools, available CRS programs and other digital marketing tools. We've all done RE law, appraisal, finance to death... we need real world help promoting our businesses!"
- "Make the very minimum 500 hours with at least a 2 year degree in business, economics, sales, marketing, management only. And at least 21 years old. 18 year olds can't find their backsides let alone deal with real estate"

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

matters. It is way way to easy for stupid and unethical people to get into this business. It's just a second job for many, not a profession as it is with myself."

- "At least 50% of courses each license renewal period would be ""live"" courses."
- "every 5 years to renew"
- "drop the core, only for new brokers. Why have us do repeat courses. Any broker over 5 years must take advanced law. over 10 years should be anything related to real estate or none at all!"
- "Make sure information is up to date."
- "CE should be done more frequently...every year instead of every two years. Emphasize need for professionalism!"
- "Make classes as relevant to day-to-day practice as possible. That question deserves more thought than I have time for right now."
- "More 5-10 clock hour classes"
- "More live classes in SW Washington"
- "Course with more substance"
- "Allow more relevant topics/classes for the commercial practitioner as approved coursework."
- "100% relevant to practice (e.g. knowing when the 13th amendment to the US Constitution was has zero relevance to daily practice)."
- "I suggest a course relative to L&I reporting requirements and other tax issues related to running a brokerage ie 1099MISC requirements--the real laws."
- "Make it clear what hours you need. The Core Class requirements are always confusing."
- "More live instruction opportunities. I attend EDCON every year."
- "Less schools and higher requirements for instructor qualifications."
- "More 'hands on' basic RE procedures for first time licensees to put them on a higher level of expertise. It appears that many of the smaller Firms do not take the time with new licensees to review basic RE procedures, including how to complete forms, how to use the provided software, how to work with/relate to home inspectors, lenders, appraisers, and other (better trained) agents."
- "Delete for Brokers with 10 years' experience"
- "wider range of courses on internet."
- "more forms training"
- "Make them more adequate."
- "NONE"
- "Nice mix for everyone-so-no changes"
- "more clock hours"
- "Bring costs down. Continue Ed Con !"
- "More diversity of courses. For those of us that have been doing this a long time we need more in depth courses to keep it interesting. The same basics after 27 years and being very active in the market are very repetitive."
- "All online"
- "nothing really..."
- "I wouldn't penalize successful/speedy readers with the current s l o w time-release ""clock hour seat time"" requirements for each screen of online media. Too slow to move through screens = invitation to multi task vs. focus on material. Very frustrating."

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "none"
- "Better on line topics regarding law"
- "Require more mentor/intern training for new licensee."
- "to broad a topic to comment on."
- "MORE COURSES OF GREATER VARIETY FOR OLD TIMERS."
- "Continue to attempt keeping topics relevant and useful."
- "Fewer hours required after 35 years in business with no legal issues or lic violations ;-)"
- "Require more clock hours and more rigorous curriculum."
- "Good quality online courses"
- "More options in courses available with live instructors. Too many courses now available only in webinar and online formats. Not as much variety as there once was."
- "Allow more courses that relate to Selling. As I have been in the business for over 3 decades I am forced to repeat many courses. I am for education an keeping up with changes, but let me make the best use of my education time and budget"
- "No comment"
- "Topic choices - more variety! Affordability for obtaining designations."
- "Better curriculum."
- "I'd have the performance of production count as credit toward the credits needed, in that one learns more from doing than from classes."
- "More live classes"
- "More live classes locally. Allow Oregon CE hours to apply to CE credits, even if the instructor is not certified in the state of WA."
- "Have more varied classes."
- "More topic choices with the classes updated annually. It seems many courses are not as current as they should be."
- "On-Line is great due to my availability. On-line delivery should be monitored for quality and interesting approach. Or, the market place choices will do that as well. Might make on-line popularity and evaluations available before courses are selected. Once you buy in, you're in for the full course."
- "MORE CLASSES NEED TO BE OFFERED IN EASTERN WA."
- "All CE courses should include some measure of competence. There should be some measure of what was learned. Just ""enduring"" 30 clock hours does not mean the licensee has learned anything or is even competent to help people with their most valuable investment, their home."
- "I would make it knowledge based not time in the seat"
- "Holding the same course more than once throughout the year."
- "Lower hours to 20 but up the quality of courses"
- "Create classes that brokers needed to them quicker, make sure the schools that do provide online/cd classes actually have ""meat"" in the class, not allow students to sleep in the live classes, have instructors who uphold the length of time agents are supposed to be in the room to qualify for clock hours"

Washington Real Estate Licensee Profile: 2012

Q69: If you could change the continuing real estate education program in Washington, what changes would you make?

- "More classes about avoiding burnout, self-care, hiring help, balancing work and life"
- "more relevant to our changing industry."
- "Require quarterly hour reporting, not just one big push at the end of the time to renew. I think realtors should have continuity in their continuing education, not just cram to keep their license. I'd make it a lot hard for people to get a license to begin with - the liability is so great"
- "I would like to be able to keep as a resource for later information the course material. Everything I took on line after I paid and took course all I had was a certificate and nothing to show for money spent...can't look back over learning material."

Washington Real Estate Licensee Profile: 2012

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

- "Courses provided in multiple languages being acceptable for clock hour credit"
- "Barrier to entry for agents is too low and too easy. Up the standards!"
- "simplify"
- "Have Agency as a required class. In the commercial industry, we do not have a lot of abuse."
- "Better instruction."
- "None"
- "None. I rarely run into this problem."
- "increase education"
- "What we have is working fine."
- "Im not sure what to do as we cant always Know the other persons intent or understanding. Almost all agents I have worked with have been professional and in compliance."
- "Education"
- "not sure how to enforce the requirement to provide Law of Agency at first contact-- definitely most agents do not provide until later"
- "can't think of any"
- "Most agents work within the rules and there are systems in place to lodge complaints if they don't."
- "Less legal terms"
- "go back to the Fiduciary Responsibility paridgm"
- "Require agency course each renewal"
- "First warning, and pay the fine on the second time"
- "Impress in classes"
- "More Bulletins- Better MLS Forms- More Written Publications-More Experience For Brokers"
- "dont know"
- "Allow broker's who identify cooperating brokers in violation a means to unanimously report the violation"
- "None"
- "DB regularly reminds then req's their agents cooperation and follow up paperwork."
- "How about implementing a class just on Real Estate Agency & Duties (not mixed with other topics) and require it annually. (Or is that was ""Core"" is? Hmmm...)"
- "quarterly newsletters providing education and updates on disciplinary actions"
- "I think the licensing testing and continuing education course must be more difficult to weed out people who do not know what they are doing"
- "I work in the investment real estate arena, and I presume your questions are primarily concerned about residential real estate transactions. I do not cross over to the residential transaction side."
- "Better training"
- "education to improve understanding but you cannot legislate ethical behavior"
- "Everyone studies and know the regulations by heart."
- "BROKERS NEED TO BE MORE PRO ACTIVE IN THEIR PRESENTATIONS TO THE CLIENT"

Washington Real Estate Licensee Profile: 2012

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

- "better training and many more hours of class in order to get a license"
- "Send by email and deliver in person the documentation"
- "None"
- "It tough. Because it's about be 'honest' - it's also feels unfair to ask an agent to provide service that may effect them poorly and then the client isn't held to any standard to behavior."
- "Mandatory attendance to basic core courses"
- "require reviews from clients and"
- "None"
- "significant penalties for violating agency. more people being called on I"
- "adding illustration in Agency Laws pamphlet to make clients more interested to read through."
- "Don't know.."
- "It is good...Laws are changing in WA State...6/1/2013"
- "None"
- "No opinion"
- "easier feedback from clients to you."
- "Individual Dual agency should not be allowed."
- "Raise practice standards"
- "Classes addressing the subject."
- "I don't know"
- "don't know"
- "Not sure"
- "clear explanations."
- "Peer pressure"
- "When buyer pay for hours worked not closed sells they and their agents will clearly understand the relationship."
- "Take out the buyer agency lingo that requires them to pay buyers agent in case sellers do not,. they would never opt to pay a buyers agent if they understood the process"
- "Need to refresh their duties to their clients."
- "Basic education commercials need to be implemented for the general public. This is similar to how drug companies give the high points of how a drug works. There is no reason organizations are not pushing the basic concept of agency to people as well."
- "commercials letting buyers know how we get paid"
- "greater accountability to peers"
- "KEEP IT SIMPLE"
- "Continued Education"
- "More clock hours required classes and more classroom classes."
- "None. It seems to be working quite well with many agents using buyer agency agreement in the beginning."
- "Licensee need to be HONEST in ALL Dealings"
- "This is a managing brokers responsibility to train their agents"
- "Print a buyers section to be signed, a sellers section and a dual section. Have a place for the consumer and the licensee to sign."
- "Yes"

Washington Real Estate Licensee Profile: 2012

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

- "More advanced training options for Managing & Designated Brokers to facilitate greater leadership of Brokers"
- "make it easier to turn in offending parties anonymously."
- "Have Buyers sign Buyer Agency Agreements."
- "Local board needs to stand behind the process and follow through. Also the ethics violation process needs to be restructured so easier to work through...."
- "Mandatory continued education in Ethics, full disclosure, and agency...staying on their own side of the transaction!"
- "Talk to them first, then their broker."
- "Seems clear"
- "Filing of code of ethics violations need to be better understood and why it is good for our over all organization to self monitor."
- "It needs to be related to compensation."
- "The brochure is too long and the people who get it probably throw it away most often. Their eyes glaze over when you try to explain it. In Property Management, it can be explained to a homeowner but it has no meaning for Tenant's and is not written in a language that is easily understood. It should not be required in Property Management unless one is going to be designed specifically for Landlord's and Tenants. The Agency disclosure should be one page in simple language: Listing Agents represent the Seller. Selling Agents represent the buyer. A short list of duties, a signature line to be signed and dated - and done! It really is of little value now and the public has a very low interest level in spending any time discussing it - mostly they are dismissive because of the length and verbiage."
- "Easier complaint system. It seems agents are getting away with more and more"
- "the larger agencies need to do better with teaching the new and old agents!"
- "Test as part of license renewal - all parts of agency law pamphlet and beyond."
- "Public broadcasting (television ads)"
- "Make the form more ""user friendly""."
- "None"
- "Required clock hour class for Purchase and Sale Agreements"
- "Licencing Exam every 2nd or 3rd renewal"
- "Reminders in live lecture classes."
- "More web based training and easy accessibility"
- "None comes down to their choices and buyers choices in the agent they trust"
- "Additional classes."
- "better education and much stronger and diligent enforcement by the Brokers."
- "Mandatory education"
- "Undisclosed dual agency. Reasonable skill and care is not being exercised/inattention to contract language and terms and conditions of the P&S agreements. Not fully explaining to their clients the need to have legal services provided them in certain contract circumstances."
- "no comment"
- "None"

Washington Real Estate Licensee Profile: 2012

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

- "More education on Core duties, have a core 1 and an advanced core 2 mandatory for 6 clock hours"
- "Review Law of Agency with all buyers and sellers at first meeting"
- "none. there is already too much."
- "Provide weekly/monthly video updates on state-wide issues"
- "Every year agency required course"
- "Local Live Classes!"
- "None"
- "Zero"
- "Designated brokers who are willing to reprimand their agents who are not doing the job."
- "Inform Buyers of the benefits"
- "None"
- "Mandatory classes after several complaint against them and their company. The managing Brokers should be required to take the class also after complaints against their agents."
- "Get some dynamic interactive classes on the issue"
- "It just seems like buyers will use you if you are readily available on the buyers time. Which don't work out all the time."
- "Teaching specifically The Law of Real Estate Agency"
- "require all brokers to do 12 transactions per year or leave the business.raise license renewal fees and mls fees to a minimum of \$5000 per year. in short get rid of the dead meat!"
- "Remove the ability to perform as a Dual Agent, would be a big one."
- "Make it easier and shorter to understand. The NAR can start an ad campaign explaining how it works. Lord knows we pay them enough money every year, they can afford it."
- "Penalties, and a quicker response to filed complaints"
- "Stricter rules for entrance to our industry."
- "I believe that the system works well now."
- "increase the severity of the ""slap on the wrists"" offenders get"
- "The biggest complaint from myself and the public is communication, not returning calls or emails. From my personal standpoint, many times I end of doing the other brokers' work for them."
- "Continuing Ed Classes"
- "more required classes on agency"
- "I seems to be well known by all agents I have worked with. We get lots of training opportunities in Clark County by RMLS & CCAR"
- "Owners/Managers being included sooner in the problem and Owners/Managers who know real estate agency regulations."
- "teach Law of Agency in greater detail"
- "training"
- "Requiring Live in person classes with verbal interaction with the instructor and other brokers. Retention of material is higher during these types of courses and you get to ask specific questions that you are unable to do in internet pre-formed instruction."

Washington Real Estate Licensee Profile: 2012

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

- "continually having classes"
- "Education... classes that help remind agents about agency."
- "Patience & understanding & gentle persuasion"
- "Better Broker monitoring and accountability"
- "A short video available on company website that clients can view with or without the agent or referred to would be helpful."
- "For me, none. Important part of my discussion w each client."
- "An easy to understand document describing various situations."
- "More fines."
- "Start riding herd on the ""old dogs"""
- "more education"
- "warnings"
- "Our office is so great. The agents here know their stuff and keep the lines of communication open with clients and hold their hand every setp of the way. This would be a better question for the buyers and sellers."
- "If possible, identify the most egregious breech's of agency, create a mandatory ""core"" class to address those issues and put some teeth into the enforcement."
- "All we need is consumer education and understanding of responsibility for their choices. Not more regulations."
- "Education"
- "Stronger enforcement."
- "Agents have no respect for others clients. They steal, cheat and lie and they learn it from thie scumbag brokers PERIOD."
- "Some agents relay on the other agent to do all the work. They are lazy"
- "Continuing education"
- "Please make it more difficult to obtain a license. SO many issue occur in this industry because it's easy to get a license and so many are running around being part time or very part time and ""muddying"" the waters for those that are career agents."
- "Na"
- "None"
- "Required legal conference to discuss latest RE legal issues. Have RE attorneys go over cases and explain the impact."
- "We used to have classes put on by the DOL and I think they are sorely missed today."
- "we need less ""agecny"" focus and more get to business focus. We seem to create problem where none exists"
- "whistle blowing; mandatory classes; penalties"
- "Live core classes that have an agency component. Also, an issue is so many contracts used today - HUD, Forclosure or Bank Owned etc. - do not specify or describe agency. As those sellers require those contracts to be used I have found that agency disclosures have most likely been forgotten. MLS contracts require agency to be discussed."
- "Add a page to the Law of Agency that the buyer or seller has received the Law of Agency"

Washington Real Estate Licensee Profile: 2012

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

- "We don't do sales--only property management. Owners expect us to be working for them."
- "Tenants understand that we work for the owners."
- "Make it more difficult for part time / hobby agents to practice real estate sales."
- "It's too complicated - no one reads the pamphlet - dumb it down for the average client."
- "Need more frequent real examples of agency examples and agency problems, to help agents better understand"
- "None"
- "Continuing education and disciplinary action"
- "Additional on the job training/Supervision for new Brokers. Increased live classes that check your knowledge, test you prior to receiving credit."
- "Shorten the list of regulations!"
- "POsting rules and regulations online to look up at any time."
- More education requirements over 30 for 2 years.
- "agency classes and harmful affects to long term business."
- "None"
- "One general license law credit course required each renewal"
- "Much more publishing of rules and regs, frequent and direct communications with brokers, swift enforcement of violations."
- "Do away with dual agency.Yreally can't represent both clients it should be one or the other or none.."
- "More pre-license training requirements, integration with Agency / Ethics / Legal issues - minimum 30 hours additional."
- "That public is better informed and make complaints regarding agent activity"
- "Better educate agents on when dual agency exists."
- "Education"
- "Remove dual agency"
- "More disciplinary actions, and do a better job of publicizing them. Provide copies of the disciplinary orders on the website, so that the public and licensees can read the details of each case and learn what vague terms like ""unprofessional conduct"" mean in a practical sense."
- "Have a hotline to file complaints against agents clearly violating agency laws-or an easy web form would work too. ""It's not worth the hassle"" or ""They won't do anything"" is the response most often heard."
- "I see a lot of games being played by brokers in CBA and NWMLS, and I used to report them religiously to the CBA, the NWMLS, and the DOL. Nevertheless, I stopped taking such actions because it seems like nothing ever happens to violators even in outright cases of fraud. Therefore, my answer to your question is that the DOL needs to stop being so lazy, and CBA and the NWMLS need to stop playing softball with violators."
- "Test every 4 years on duties of agency"
- "tougher enforcement of rules already in place"

Washington Real Estate Licensee Profile: 2012

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

- "Write the rules in easier to understand language."
- "none"
- "Repetitive Core Curriculum emphasis"
- "None"
- "Require more education before licensing."
- "Most brokers are fine but had to train the public at large to be interested."
- "A huge step forward with the recent clarification of dual agency and agency in general"
- "An on line course for one to 1.5 hours that changes each year and is required each year."
- "More education"
- "Good question"
- "Require Buyer agency agreements"
- "Enforcement"
- "continued self-policing and reporting to the DOL and NWMLS, along with REALTOR groups."
- "Education"
- "Buyer's agency has complicated the buying process. It has helped the real estate industry more than it has helped the consumer. Either do away with it or strengthen it."
- "Not sure. They certainly should understand from all the training. But there are just agents who operate in self-serving ways rather than the interests of their clients."
- "Require agents to be either a listing agent only or a selling agent only. Not both or either @ the same time"
- "One ""live"" agency course should be required each year. The majority of agents do not pay enough attention to agency requirements."
- "more definition and exposure"
- "Because the Re dept is still having us hand out the agency pamphlet break it down into buyer agency and seller agency and dual agency. Might be a requirement for CE. Non english speaking have the most problems."
- "Education"
- "None"
- "more education! more people getting caught and busted!"
- "I find the implied agency/contracted agency confusing. Also, we're all brokers now so why is it even called agency? Shouldn't it all be about brokerage? This is another that deserves thought, input, and study."
- "Stricter penalties"
- "Eliminate dual agency"
- "Better explanations and training for new licensees and recurring required training for ALL licensees (cover in CORE)"
- "Ban dual agency"
- "Brokers should not work outside of the expertise. (residential brokers working commercial real estate)"
- "make an agency class mandatory requirement for license and renewal"
- "Management to be more on to of it."
- "NONE"
- "none"

Washington Real Estate Licensee Profile: 2012

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

- "Stronger enforcement and more public notice of violations"
- "more clock hours"
- "Distinction between Listing Agent acting with Sellers THEN assuming they will work with same client as a Buyers Agent without contract. They think one begats the other"
- "The Dept of licencing needs actually take action when there are complaints. I have been involved in several situations over the years where overwhelming proof of misconduct has been ingnored by the State, even with many agents complaining about the same person/situation."
- "All licensees should be held to the ethics standards of the national association of realtors."
- "Keep on enforcing what we have."
- "More initial educational requirements in CURRENT BUSINESS PRACTICES AND RE LAW!"
- "The majority of derelict agents know exactly what they are doing and consider fines a cost of doing business."
- "More focus on agency education"
- "Have Buyers pay a retainer fee to the Buyer broker"
- "Education !"
- "I BELIEVE SELLERS SHOULD HAVE SKIN IN THE GAME."
- "Education"
- "Better education of the general public, buyers and sellers both need to know agency obligations and how we get paid"
- "More required CE and more rigorous curriculum."
- "This pamphlet needs to be much shorter with bullit point so client can read it quickly and understand. No more than 100 words"
- "Put it in the Core Curriculum to remind everyone at every renewal"
- "Make the ""Law of Agency"" brochure easier to understand for Brokers and Clientele""
- "Create MANDATORY written buyers agency in WA. NOT the current possibility of subagency if not agreed to previously. That only encourages seller to demand subagency, in spite of wording of ELA. Either we recognize TRUE buyers agency or we don't!"
- "Being called out for their oversight or infraction."
- "I don't know"
- "Tougher supervision of Principal Brokers of smaller companies."
- "Education."
- "Add an Agency section to the ""Current Issues"" class requirement."
- "Supervision for new agents that is currently required, but not often provided.. I encounter new agents working with little supervision, and occasionally try to help then along even though I'm on the other side of the transaction. Try to structure and negotiate a Lease/Option with a first year Broker. I often ""suggest"" action for their side of the transaction."
- "none"
- "education the buyer and seller, whomever you are representing."

Washington Real Estate Licensee Profile: 2012

Q75: What actions, if any, do you believe are necessary to improve understanding and compliance with real estate agency regulations?

- "Emphasize that listing agents should present offers to their seller in a timely manner or clearly indicate that they are holding offers until a certain date for highest and best."
- "See question 57. Licensees should demonstrate what was learned in the CE class. Eliminate the ""fluff"" classes that do not contribute to licensee's professional abilities (fung shieu, staging, etc.)"
- "Education, Education, Education"
- "Vigilance"
- "I think the state does a good job in keeping licensees up to date as to the compliance of real estate agency regulations. Sometimes they are a bit confusing, but one eventually figures it out."
- "We have done a good job of instituting these practices and continued reinforcing of them is good...but maybe not every CE cycle"
- "A refresher can't hurt every other Core cycle - stress to those instructors not to glaze over it."
- "Wa RE Brokers should be required to take the basic 30 hour course every 2-3 license renewal periods"
- "Periodic testing to be sure that agents are competent"
- "easier ways to bring these to light, reporting, fines, public knowledge and more frequent education!"
- "more reporting of shoddy practices by peers instead of waiting for a buyer or seller to become disenchanted and enter into the legal system which is unfair to them. When I run across an agent who doesn't have the advantage of good colleagues or branch manager who encourages best practices, sometimes I will school them in order to make the transaction go smoother in the long run."
- "Better training by managers"
- "It's too complicated and has too many options. But please do no harm by trying to fix it."

Washington Real Estate Licensee Profile: 2012

Q79: How has adoption of social media affected your business?

- "none"
- "Helps raise awareness"
- "increased information"
- "Presents a more personal relationship; clients/prospects feel less like they are 'being sold to'."
- "not really that much."
- "None"
- "So so"
- "Neutral"
- "Unknown"
- "Not a lot except more people are aware of what i do."
- "At this time, not at all."
- "Beneficial"
- "everything is so NOW. Twitter seems to get the most attention to items. Linked In is great for Prof networking and Google + is more a Brand thing"
- "Makes it easier to keep in touch with Sphere. Shows that I am a professional in the field."
- "Not at all"
- "it hasn't"
- "improved it"
- "Not much at all. We have a good company website."
- "Does not"
- "Lots of Firms use it to mislead public, instead of providing service and creating referrals"
- "I haven't adopted it"
- "very little to none."
- "not sure"
- "Commercial agents don't use on large property sales"
- "it hasn't"
- "GOOD."
- "Made it easier to get my brand out there. Makes it easier for people to contact me."
- "not yet"
- "It hasn't."
- "Rferral rates have increased."
- "We had to start participating in social media, there was not option not to. That's where today's client is looking."
- "not so much"
- "No"
- "much improved."
- "more awareness of company"
- "None"
- "Keeping in touch with clients"
- "UNSURE"
- "not much"
- "Grately. Clearly more valuable than CBA"
- "It has not affected business."
- "Not at all"
- "Funner"
- "Can't say exactly"

Washington Real Estate Licensee Profile: 2012

Q79: How has adoption of social media affected your business?

- "yes, have more exposure and get more leads"
- "More efficient."
- "Broadened network"
- "Miminal"
- "Increases network"
- "it has not."
- "Probably would if I used it"
- "Very little. Most of my business is referral from former clients. But my website has increased business."
- "not much"
- "Another media to show information and share"
- "I have not been in the business long enough to know the answer."
- "Takes time but I have not seen any sales as a direct result of my participation/use of social media"
- "not sure, it's time consuming"
- "NEED HELP!!!!!!!!!!"
- "n/a"
- "none"
- "mixed results but hopeful"
- "unknown"
- "People who work with me trust me more"
- "no effect"
- "A lot"
- "Little"
- "Not much"
- "not doing it. I need to."
- "I'm behind. There's a lot of time involved."
- "Most of y business comes from facebook"
- "Social media attracts friends who want advice for example on their pending foreclosure. But rarely attracts a real buyer or seller."
- "I tried to use it early on and found it difficult to integrate between private and business 'friends'."
- "I would have never started selling homes if it didn't exist. The old way of doing business was crazy."
- "not much"
- "hasn't affected it"
- "has not"
- "mostly good"
- "Adds too much more time on the computer. Need to be face to face with people in this small town."
- "Am not currently using social media enough."
- "Not too much."
- "Made it easier."
- "0"
- "It has not. Some people spend too much time on social media and not on customers and clients."
- "Somewhat"
- "Don't know"
- "Idk"

Washington Real Estate Licensee Profile: 2012

Q79: How has adoption of social media affected your business?

- "It's fabulous! I have made 3 sales due to my FB presence & many, many referrals"
- "Positively"
- "Credibility"
- "None"
- "n/a"
- "Blogging has made my business very successful."
- "Slightly positive"
- "I'm not sure because I don't have enough time to really use it"
- "Have not adoption social media yet"
- "I receive most of my business via social media connections."
- "Not sure."
- "I am aware of upcoming plans/changes for friends/family that they post"
- "No sure."
- "No"
- "Very Little"
- "I don't do as much as I should, it doesn't do that much for me. That is one of my goals for this year is to change to Facebook, Twitter & maybe my space."
- "to much"
- "Little"
- "it is a hassle"
- "I get contacted through my personal facebook page for business. I have not created business social media for my business"
- "No clear impact at this time."
- "Improved"
- "Ok"
- "GREATLY"
- "None"
- "Increased"
- "Advertising is good through Craig's list etc. Has increased sales. Other web sites such as Trulia, etc. have also increased in potential sales."
- "0"
- "Not much, yet."
- "hasn't"
- "expanded knowledge of my business"
- "some what but not great"
- "good"
- "Not really very much yet."
- "Very little"
- "Not much"
- "None"
- "not at all"
- "Web site has been important"
- "Not much."
- "It's great!"
- "Reduces personal contacts"
- "Little"
- "Takes. More time"

Washington Real Estate Licensee Profile: 2012

Q79: How has adoption of social media affected your business?

- "N/A"
- "it hasn't done anything. When you get so much information thrown at you it is hard to tell which way to go that will be the most productive"
- "Benefit"
- "not sure"
- "Not very much. If anything, I have increased exposure somewhat."
- "N/A"
- "A large waste of agents time and effort, they avoid face to face contact."
- "Not a lot."
- "I rarely do it. I hope to do it more and more as time permits."
- "doesn't"
- "None, waste of time..."
- "Don't use it"
- "Growth"
- "It has not affected it at all"
- "Unknown"
- "it's led to some enquiries for information and a few referrals."
- "Been beneficial however I prefer face to face"
- "Do not enjoy....more time spent!"
- "More awareness in the business Not made any deals or completed any transactions"
- "None at all."
- "Hasn't noticeably"
- "very little"
- "it has not."
- "Not much"
- "Helps create top of mind awareness."
- "No affect"
- "Increased my exposure substantially."
- "Perhaps a few more leads"
- "No effect."
- "no huge impact beyond more work at the moment."
- "Very little affect on my business"
- "N/A I chose to not mix social with business"
- "Not much at all."
- "very little"
- "My buyers are more savvy and have more information on homes they are interested in"
- "difficult to measure"
- "Greatly, gets the word out for open houses, etc."
- "awareness"
- "Direct growth"
- "I don't use it."
- "None"
- "Makes prospecting more efficient."
- "I have had to limit the use due to the fact that I am in the middle of having the Department of Justice investigate Spokane."
- "Not using personal social media"

Washington Real Estate Licensee Profile: 2012

Q79: How has adoption of social media affected your business?

- "Further reach of potential clients and awareness that I am a Realtor"
- "Not sure"
- "Little"
- "maintain contact with out of town realtors and with past clients"
- "not too much"
- "information flows faster, but not a big impact"
- "Cheaper than mail"
- "I have sold three homes last year because of social media. I have been introduced to many clients because of facebook."
- "Ability to connect to more people"
- "New still, don't know"
- "Low"
- "There are an overwhelming amount of social media available and it is imperative to be ""found"" online. My presence online has secured some deals as the clients perception of my professionalism is secured when they see my sites."
- "Slowly leaving business so can't say effect."
- "hasn't"
- "not really at all"
- "Not used"
- "Unknown"
- "No"
- "It has allowed us to better connect with our brokers, potential brokers, our customers and the public."
- "No"
- "Zero"
- "for the better"
- "It is absolutely necessary"
- "You meet with clients less."
- "It has created opportunity to gain awareness, enlist customer feedback and interaction with peers."
- "Have gotten referrals"
- "Yes -- improved it."
- "None"
- "Very slightly"
- "Not an active portion of business for me or my brokers."
- "Yes"
- "No effect"
- "I don't believe it has yet."
- "Not much affect"
- "I have concerns about exposure of both property and information beyond legal and ethical boundaries while exposing private and tangible information without boundary or specific direction / destination. I do not employ social media for this reason."
- "None yet"
- "Not at all"
- "Unknown"
- "Not much."
- "Nada"

Washington Real Estate Licensee Profile: 2012

Q79: How has adoption of social media affected your business?

- "Very little because I don't use it that much."
- "Kept me more in the loop with buyers and sellers and what they want."
- "Not so much"
- "Little"
- "very little - i have a large following of referral business from prior customers"
- "not much"
- "Buyers are better educated before they walk through the door"
- "Hasn't"
- "It hasn't."
- "so far none but hopeful."
- "more connection with my brokers"
- "made it more dangerous and more time-consuming"
- "I am an old fashion face to face guy"
- "It has increased business."
- "Referrals from other state's agents"
- "allow me to communicate market trends and current new stories easier."
- "Minor"
- "Increased exposure to my listings."
- "Very little"
- "Allows me to be searched by potential clients that may want my services. Also Social Media tells others that I am an active full time broker."
- "My brokers use it to keep relationships with their clients. Easy way to interact."
- "I have been doing it since 2003 and I receive business from it between \$1-3M per year."
- "Little"
- "Provided connections with other real estate professionals and used to develop relationships with potential buyers and sellers."
- "I've received a few leads from Social Media."
- "Very little!"
- "It's part of a media mix, so it is not fair to ascribe direct results to social media alone. Overall, our business has grown through consistent and clever marketing."
- "Unknown results"
- "Has improved awareness of the office, agents and listings"
- "Has not"
- "None"
- "tbd"
- "It hasn't."
- "increased our exposure and brought us more business"
- "Created another avenue for advertising listings and promoting my professionalism and expertise."
- "No"
- "very little"
- "Not really using it much."
- "Negligible"
- "0"
- "great networking tool"

Washington Real Estate Licensee Profile: 2012

Q79: How has adoption of social media affected your business?

- "Word gets out faster."
- "NONE"
- "Not much"
- "hard to tell"
- "not sure"
- "one more thing to do."
- "n/a"
- "Has not done much for my business."
- "it hasn't"
- "Little"
- "LOTS more work. Higher expectations from clients, with negligible or no increased income as a result. Social media = a BIG distraction from nuts & bolts business activities."
- "minimal impact"
- "No effect"
- "Added more to do"
- "Just added to the work."
- "benefited from it"
- "increased success"
- "Increased visibility, shown knowledge and competence, and enhanced contemporary nature of image."
- "The trend towards rating service providers will have a definitive effect on our individual marketability."
- "I closed a multi-family transaction directly related to forming and holding relationships from Facebook in 2013 and working with the same buyer on new properties. I also met with this same investor several times throughout the year. I have experienced this type of arrangement several times on Facebook! Each relationship takes time to develop."
- "Probably for the negative since I do not use."
- "Very Little"
- "increased recognition"
- "hasn't"
- "Not much"
- "Nada"
- "Not much"
- "Minimal"
- "it has given me a presence."
- "Slight increase in activity."
- "Not much. My presence and credibility are known, But, I don't think I've generated business."
- "No change"
- "HASN'T"
- "Reminds people I am in real estate (soft sell)."
- "Eliminated print advertising. Only web based is now used."
- "More exposure to buyers and sellers and other professionals."
- "A whole lot cheaper than print advertising"
- "hard to describe since your darn survey is so long already!!!!!!"
- "It has not affected my business."
- "Positively"

Washington Real Estate Licensee Profile: 2012

Q79: How has adoption of social media affected your business?

- "No"
- "It's an energy and time drain and I don't use it."
- "Positive"
- "helped me stay connected with them on a personal level"
- "can not contribute real dollars to this,"
- "Increased sales"
- "It helps let people know what i do"

Washington Real Estate Licensee Profile: 2012

Q85: Please provide comments in the space below regarding the future of real estate industry in Washington and DOL's role in providing regulatory oversight and consumer protection for the real estate industry. In particular, what do you see as emerging issues or trends in the marketplace; and how should the DOL react?

- "More emphasis on ethical practices and enforcement of violations instead of warnings"
- "Internet/social media presents complications in monitoring adherence to DOL/company guidelines for marketing."
- "Industey will continue to improve; Larger offices will dominate; Issue small brokerrages ability to survive."
- "No comment"
- "Increase first license requirements. Increase continuing education requirements. As much as I hate the thought of the state getting involved in this area, with more and more licensees moving away from REALTOR® membership and the code of ethics, there may need to be other ways implemented to self-police our industry."
- "I would prefer to see age 21 as a minimum entry age, and the equivalent of two years of post high school education."
- "More ethics training is needed"
- "I see many young people who have different values and see their posiion differently in regard to rules and ethics.. DOL needs to continue to investigate complaints and while offering to educate people if they are slipping, they need to crack down on the repeat offenders."
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- "Don't see anything coming that will require a change in the way DOL does business."
- "internet information is not current on most sites and appear with different information from site to site. Be more aware that the homes are presented with the same information on multiple sites."
- "come down harder on violators"
- "There are lots of rules, and regulations are already in the books. Too many paperwork to sell a house in today real estate transaction. It should be bold, more simplified, and it should be always in English literature. It is necessary to monitoring the fairness of in-house listings, to make sure all the agents have the same fairness of competition. The agent remark of "" Seller has verbly accept the offer, but waiting to get approval from lien holder"" that should not be allowed. It should be pending, or active or

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should be meet the certain date dead line offering."

- "MLS organizations raising fees creating unnecessary rules and costs and getting into areas beyond their skill set. Large offices and trade groups push their agenda to the detriment of fellow brokers, the public and the DOL. The MLS seems to try to create revenue by fees, fines and unnecessary rules just like the realtor organization that's officers exist to push their firm's agendas rather than the public's or the vast majority of residential & commercial brokers & firms. Arbitrary discriminatory organization actions against minorities, smaller offices and alternative brokers and competitors designed to thwart their advancing market share and confuse the public and fellow brokers."
- "None"
- "I think we're already back to creating another financial bubble. I think DOL does well. This survey was to long."
- "I believe that licensing for Real Estate Brokers needs to fundamentally change. I believe there should be an overall Real Estate License that any individual who wishes to participate in Real Estate must obtain. From there, I believe that any broker who wishes to represent Residential clients should receive a residential endorsement. That endorsement would require additional residential focused classes initially as well as with each subsequent renewal. All brokers wishing to participate in commercial transactions would have to obtain a commercial endorsement. While there is some overlap in the very basics of the business the reality is that commercial and residential brokerage is a very different business and it is a disservice to clients and other practitioners to have people operating outside of what they know. This would work similar to a drivers license where a

person obtains a drivers license then a motorcycle endorsement, or a commercial endorsement, etc."

- "Establish consistent standards for photos, videos, blogs, and social media, all of which can work to the detriment of the buyers or sellers of real property."
- "I only do residential work for myself and my family. My experience with many residential agents is - there is not proper oversight in their offices by the Managing Broker. Many of them do not know what they are doing but are out there doing transactions, not representing their buyers or sellers well. In order to change what is going on it needs to be at the top the Broker's who are responsible."
- "Regulatory oversight and consumer protection" typically represent a means to contribute to a municipality's general operating fund (and that's not coming from a Republican or a "conservative"). If a legitimate problem exists that requires altering someone's behavior to correct the problem, I would suggest partnering with the appropriate professional association to seek an educational approach towards correction. Professional associations are more often than not, better equipped to offer practical solutions to a positive outcome because they're genuinely motivated to elevate the profession they represent."
- "Consumer protection: It should require MUCH more education to get and keep a license. Much more supervision of new agents. When the market goes up and down so do the number of agents, The result is under-trained and poorly supervised agents is hazardous to the public, especially large residential offices."
- "Need to have more focus on commercial real estate"

Washington Real Estate Licensee Profile: 2012

Q85: Please provide comments in the space below regarding the future of real estate industry in Washington and DOL's role in providing regulatory oversight and consumer protection for the real estate industry. In particular, what do you see as emerging issues or trends in the marketplace; and how should the DOL react?

- "multiple offers, short sales should be more regulated."
- "DOL should require Licensees that engage in commercial transactions to have a ""commercial license"" thereby differentiating commercial real estate brokers from residential."
- "Auditors should be consistent and understand changing technology. For instance, we should be able to produce checks for property management accounts that are not pre-numbered. A couple of auditors over the years said OK, but the last auditor said we had to completely change how we were producing checks."
- "UNSURE"
- "institute more hours necessary to get a license. it should be double what is required now. too many agents who have no clue what is going on are in the business."
- "I think the DOL should make an attempt to contact a broker when and if a complaint is filed. The broker should have 3 days to respond and have the ability to get a feeling from his peers if he has a defensible position. We live in fear of threats, references and innuendos from the crazies that seem to surface in and around the real estate brokerage business."
- "I expect that the industry will change particularly the residential side as more of the older buyers retire or die and the new generations are the only buyers and more computer based."
- "Commercial real estate should be a separate license and separately regulated."
- "DOL desperately needs more funding and staff. They are very understaffed and overworked. I do not see much, if any, regulatory oversight being done. They cannot even get the licensing changes submitted done in a correct or timely fashion, let alone any oversight. The MLS handles oversight much better but can only respond to their rules. Somehow, MLS should do more at direction of DOL to take the load off of DOL. I cannot remember when an audit was last done and there has to be a lot of bad stuff going on out there."
- "It's becoming a common practice to ""rebate"" commission to clients at closing due to competition of securing a client. Clients won't make you as their designated agent until you agreed to pay 1 or 2% of your commission to them at closing. I hope the DOL can help make the commission more secure to real estate brokers."
- "Department of Licensing should drop the whole fingerprinting of agents which is a direct violation of our Constitutional Rights...sorry...look it up!"
- "It is most important to provide classes on recent trends, legislation, and litigation as this keeps us informed on what kind of problems are occurring and how we can best prevent them. Also, creating new forms with all the legal language to protect buyers and sellers is most important."
- "Getting very competitive."
- "Create a separate license structure for residential and commercial."
- "More residential brokers are getting involved in commercial real estate with no previous education or experience. In order to do commercial brokerage a broker should have to have some training in leasing and selling of comm'l properties prior to engaging in the practice."

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- "Stay on top of all real estate legal issues such as changes in all of the attorney based addendums/rules that are forever changing."
- "The attitude that it is ""just a rental"" has gotten a number of sales brokers in trouble. Property Management is an important segment of the business and can be lucrative for firms but it must be handled responsibly."
- "A need to keep the industry honest and ethical. More oversight of licensees. More on site visits and audits."
- "Individual dual agency should not be allowed. Boiler plate of all state forms should require a buyer/seller to check that they understand what it means if their agent is a dual agent."
- "Paperless transactions - back up issues"
- "I am new to the business having gotten my license in December of 2012. I believe that the future looks promising but I worry that I am not receiving enough education to build a successful business. This is not something the DOL could anything about, unless they can make sure that the people still learning the ropes are given lots of educational opportunities."
- "DOL is doing a great job at present. I would, however, suggest they conduct webinars monthly to address issues they see from the regulatory end of the business."
- "The renewal of license is a very long process. Took me basically a month, because online would not accept my Idaho education codes, which made it all have to go through manually, and it was extremely slow, very stressful waiting until the last day after a month long wait, I was not happy about that long process."
- "I think the ""need"" for a Realtor is diminishing; sellers are taking too big a hit with paying commissions and paying buyer closing costs. Inventory is extremely low as well. We must become necessary and valuable again. They are finding ways to get what they want without us-online and through title companies. I don't know what the solution is...but I am concerned about my future."
- "DOL has their fingers in it enough it seems"
- "No comments"
- "A lot of ""learning on the job"" goes on. The Licensing test does not adequately prepare a broker for day to day business. Either more training is needed to get the license or a majority the 60 clock hours that a new broker takes should be during the first month or two of licensing, teaching all about forms, agency, process, standard practices, legal traps and ETIQUETTE. Firms should not be expected to provide this, because the costs get passed on to the other brokers in the firm. If a new agent has a mentor, that mentor should be trained and that time can count for clock hours."
- "I as an agent must abide by and adhere to regulations and laws that private parties easily circumvent without penalty. Sellers disclosure, accounting for earnest money, lead paint, written notice etc. As long as nobody complains no harm is done. The burden is placed upon agents to comply with these regulations but is not equally enforced when an agent is not involved in a transaction although the benefit of these regulations is to protect the buyer and seller not from the agent but from one another. I do not suggest the regulations be abandoned, however when a used car dealer can more easily put a real estate deal together than an a professional agent because no red tape stands in there way something is wrong with the system. The DOL regulates the licensed agents and their transactions/activities but no entity regulates real estate activities performed by

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unlicensed people. ALL real estate activities not just the activities of licensees should be of greater importance to the regulatory body than is currently the case."

- "The future will be a lot of ways for consumers to sell homes online. Realtor interaction with FSBOs needs to be considered. Right now being a FSBO is an awful experience. This is good for me as a realtor but encouraging realtors to respect a FSBO's choice and make it easier for realtors to sell their home and still earn a commission is important. For example FSBO's are often happy to pay me 4.5% buyer side commission because it is a lot less than what their realtor offered them. Since it is part of the contract they don't really think much about it. I think we should have FSBO's sign something indicating we are acting as a dual agent for them or explicitly NOT representing them in the transaction. How we handle situations are different depending on what the FSBO wants. I mainly work with buyers and will normally have the FSBO sign something indicating they do now wish to be represented by me at all in any way shape or form."
- "I believe that the DOL should charge a larger license fee to stop the part timers in this industry. They lose their edge and make a lot of mistakes that full time educated agents end up fixing in counter offers. etc."
- "This is a question for the young ones. Big city people. I live and work in rural area, 90% of my business is referral. I choose to work with a highly professional company which keeps me advised. Love what you do, too. Mahalo."
- "DOL should communicate with licensees in many different ways according to their age. Texting for younger agents, email for middle aged, and mail or phone for seniors."
- "I find the change from Salesperson to Broker and Associate Broker to Managing Broker confusing. Even in this questionnaire you assume a "Managing Broker" is someone who manages someone else- as opposed to a Realtor who has taken the time and effort to enhance their education and career by qualifying for and passing the (what used to be called "Broker's") exam. The public is confused about this, too."
- "The helpful thing is for the DOL to keep the licensee apprised of changes and requirements for the license procedure."
- "Education of new laws when they occur which they do a good job now."
- "The DOL should stay small and concentrate on keeping the costs of licenses low."
- "The name change has been confusing especially for the Managing Brokers. An associate Broker is now a managing Broker although they do not manage anything but their own business. How confusing to the consumers is that idea? The trend is to have a third party do all of the prospecting work and then charge each agent a fee to receive these leads. Companies now have people on the phone talking to FSBOs and expired listings and then asking agents to pay a huge fee for these leads. Contacting these folks is a part of a licensee's job and they should be licensed to do this work. I do not nor have I ever seen the DOL doing a very good job of protecting the consumer. They are always behind in enforcement and oversight."
- "More and more buyers are looking at the internet before contacting an agent. Buyers today are way more confident and have knowledge that they didn't use to have in purchasing real estate. The new laws on dual

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agency and written buyers agency will affect alot of agents and buyers."

- "Emerging trends: More buyers & sellers not understanding the value of using a Realtor."
- "DOL seems to confuse the consumer more than anything. Changing the license names to brokers only confused the consumer."
- "I think we continue to provide benefit to the consumer."
- "My primary involvement with real estate is as a residential appraiser- I don't feel I have sufficient real estate transactions to adequately discuss issues or trends."
- "To much consumer information on the internet, making agents no longer relevaNT."
- "The states real estate buyers agreement needs to be re-worked to give the broker better protection from the buyer purchasing real estate through another broker/FSBO. The agreement should be required and have teeth in it."
- "More agents are choosing to work from home and rarely come into their offices for interact with their managers. Some of the largest firms are using this as their business model. Many brokers are encouraging this practice by offering a low-cost home office contract. In office training is less frequent. More offices are dropping sales meetings or making them less frequent. Agents are likely to never meet the co-agent on a transaction. Selling agents often get digital signatures from their clients on forms unfamiliar to the client. Little or no explanation of forms happens. Offer presentations rarely involve the selling agent so the seller makes a decision based on offer price only. Buyers consider forms to be little more than vehicles necessary to buy a house and

have minimal concern for their legal ramifications. Personal conversations, involving well considered questions and answers are becoming a thing of the past with email and texting. Important issues may never be discussed between agents and clients because these methods of communication require brevity. In the future, the value of a Realtor will continue to shrink as consultation becomes obsolete with buyers and sellers having access to wide ranges of information online. Commissions will decline as more agents will negotiate a lower rate since they share a smaller amount with their firm."

- "In the electronic world, they need to keep up with the times. Many years ago it took them forever to allow us to use accounting computer software. In the past few years I wanted to sign up for electronic payments and although many other companies in our state were using those systems, they said it would be in violation of their rules and I could not so I followed the rules while companies all over the state were instituting this new technology. We lost accounts because I was following the rules and did not want to put our license in jeopardy. Before I implement something in our office, I call the DOL to make sure it is okay and if it is something new and current, the answer has always been no - I guess because they don't have staff that understands those new processes. Then I follow their rules but other offices just go ahead and I don't see anything happening to them. I don't understand how the old and current rules of real estate and good practices can be followed as written in the RE Law with so many offices with agents who work out of their homes, never come to an office, there is no staff person in the office so all you can do is leave a voice message and might not get a return call for days. There are offices in our area with a hundred agents and a 600 sq. ft. office with no staff person - at least no one

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who answers a phone. In the years when we entered the industry, Agents came to the office, there were weekly meetings with education and industry updates, documents were delivered to the office on the following business day, the Broker knew where the funds were and where they were deposited, etc. The Agents and the Broker's split their commissions so the Agent's made good money and the Broker's portion was adequate to pay the overhead and a profit. Now Brokers are only essentially charging a small rental fee for hanging your license on a wall and so they have to have a hundred agents to make any money. It is no longer a ""business."" It is just a wall of licenses. Since this is allowed, my husband (he is a Designated Broker for decades - and we do not operate this type of business) I think that the DOL can hardly anticipate that in any practicality there is actual oversight by a Designated Broker. I think it will have to be changed so that every real estate licensee is individually responsible for their actions. Saying that a Designated Broker is responsible for each Agent's actions is out of the question - they probably could not even recognize some of the Agent's licenses hanging on their walls. In the 1970's to early 1990's Agents selected brokerages because of the Broker reputation and staff support. My husband and I just finished a group of clock hour classes offered by NWMLS, and over the few days I heard Agents telling one another they moved to a certain company because they only pay \$100 a month or \$100 to \$250 only when they closed a transaction, because a Broker offered 100 colored copies per month at no cost, because they got their cards free, what I consider silly reasons but apparently they choose free colored copies over associating with a Brokerage that actually could provide guidance and education. Since that seems to be the norm, I think the laws guiding agents and brokers will have to be watered down to fit to these circumstances holding brokers to a

lower level of responsibility and raising the bar on Agent responsibility. Additionally, there is a whole contingent of Agents who charge a tiny fee for just putting a listing in NWMLS and the Seller is on his or her own for the rest of the transaction. So, if that is the case, and apparently allowed, then the rules that were in place in 1980 no longer are valid in the current industry standard of Sellers paying an Agent to put a listing in NWMLS with no further obligations. And what is good for the goose is good for the gander, so a hard look will have to be taken as far as enforcing rules to one set of agents in their practices vs. an Agent in a more traditional role. We have had cross sales with these type of offices and the Listing Broker/Agent does nothing - the selling agent has to perform the duties of the both the Listing and the Selling Agent - even getting a phone call to ask a questions is a study in anger management. We have run the gamut of the real estate industry since we were licensed in 1969. We have had hundreds of listings, thousands of sales closings, in the 1970's we made up the closing paperwork on many sales (so glad that went away), had 20 agents and 60 agents, done new home sales, existing sales, multi-unit, and land sales. We have had hundreds of agents over the years and overseen thousands of sales closings. Now we have totally scaled back and specialize in our property management services and have a couple of licensed agents and I am glad to have put that all behind us in the current environment. It no longer looks like a profession - more like offices renting wall space for licenses. I think the DOL's role will have to be reduced to having rules for keeping records, Trust Accounting, and a list of violations for individual agents and a few violations for brokers (funds, signs, advertising - that type of thing - they certainly are no longer managing the Agent's whose licenses are on the walls). Based on the descriptions of Agents who are

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being hired in the disciplinary section of DOL - they have criminal backgrounds, rapists, robbers, drug dealers, etc. and since their Brokers don't really know them, they are not being reported, which is probably why the fingerprint requirements was enacted recently. I just hate to have to have these opinions of the industry I have spent my entire adult life in, but with all the quality brokerages we knew over the years closing so selling out, quality Brokers who have retired, and the new trend of just charging to hang your real estate license on a Broker's wall it just does not seem to my husband and I that any good is going to come to the profession - with the Seller's and Buyer's paying the price. So many are so unskilled they don't even understand how to fill out forms, don't get Form 17 done, don't know that you have to have a resale certificate if you list an association property, don't understand the financial reports and documents that come from an association so Buyer's are purchasing properties in associations where they could be at risk for thousands of dollars in assessments in the future - their unbelievable lack of knowledge and expertise. And, instead of learning about the reasons why they are required to provide these documents, they argue about them and try to get around providing them to the Buyer's. We were taught that if you were going to list or sell something that was not in your area of expertise, you had to co-list or co-sell with an Agent who did have the knowledge, but that does not occur any more. Unless there is going to be someone from the DOL making an weekly visit to these type of offices, there is no possible way to bring back the responsibility of past years."

- "I think they're doing a great job & just need to keep it up."
- "The common practice by a particular brokerage to brand themselves instead of the

firm makes it appear to the public they are contacting a licensed firm instead of a licensee."

- "NA"
- "Making buyers and sellers more aware of DOL protections and the REASONS for them. Don't change the rules every year just to make the attorneys have a job and to make more money to pay them."
- "Some public sites sweep the MLS sites and publish the listings with no oversight from DOL. DOL should hold these sights responsible for continuing up-dates of the material, not the brokers who are already responsible for updating the MLS information."
- "More annual requirements for education such as Purchase and Sale Agreements, ethics,"
- "I still believe that licensing requirements are too lenient."
- "Need to be ahead of the tech curve. Millennial buyers want info right now."
- "Focus more on our safety and update of education rather than threats of punishment and fines"
- "More licensee working in small offices. More independent small brokerages. More brokers taking on line courses."
- "DOL should become a better watchdog for the industry. The enforcement arm needs to increased and a serious effort to raise standards of practice and continuing education requirements. DOL should make Firms supervise their agents more and directly investigate the active participation of the Firm in the real estate activities of the Brokers. Too many ""Virtual"" companies have neglected their responsibilities and the brokers in those Firms are uneducated and unsupervised to the point that they create

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legal issues for cross sale practitioners who end up carrying the burden and responsibility for managing the sale so that their clients are not injured. DOL needs to have more authority, and use it, to revoke and censure and restrict bad actors in this business."

- "n/a"
- "None"
- "I believe we need two separate real estate licenses one for Sales and one for Property Management. I see Sales Agents trying to do Property Management and have no idea on what they are doing. Which is why we need to move towards dual licenses."
- "It would be good if we had just one mls for Washington State. The attorney for the WAR said at a class I attended that it was her goal that all real estate transactions would be written by attorneys period. Where does that put us that are trying to grind out a living?"
- "Internet Companies selling leads to Brokerages - They are using brokerage listings to gather leads then selling them back to the brokerage. (Lead capture and profile building that the consumer is totally unaware of. (Deceptive)"
- "Responsibilities of co-brokering."
- "They are doing an adequate job. I know little of what they need to do."
- "I see agents with very poor communication skills and others with selective communication. This only harms both buyer and seller and puts burden on me to pull the deal together (I am doing THEIR work). Very frustrating"
- "DOL is out of date on their testing practices, which I have addressed elsewhere. I think the schools and the state could do some relatively inexpensive education that could greatly help

the public in their real estate investments, and in the efforts of the real estate professionals and lenders who want to help."

- "Lack of lender regulation will continue to be an issue. Banks are too powerful and don't serve the public well, they look to enrich their profits at the consumers expense."
- "No comment"
- "I would be an advocate for a yearly license fee of \$2500+ so we can separate the non professional agents from the professionals that work hard to represent the industry as such. Being a real estate agent should not be a hobby it's a profession. I guess by now you know I am passionate about that. We need to ease the financial requirements for buyers. They were too lax but now too tight. There is a middle ground somewhere that is good for everyone."
- "Lending needs to have more oversight. Also tenants living in homes that are getting foreclosed on and the tenant is unaware of the situation while the landlord is collecting rent and not paying the mortgage."
- "Real Estate is getting more active."
- "I am concerned with the lack of training for many of the 'team' groups out there. There are many part-time brokers working for team leaders and their leaders are not training these team members very well."
- "I think we need to have stricter entrance requirements and work hard to change our industry so that we are more respected. I am tired of working and sometimes not getting paid. We are a rare industry that allows our members to work without a retainer etc. Things need to move towards professionalism."
- "Internet is commonly used and agents need to protect themselves, company and clients."

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- "I don't see any emerging issues or trends relating to the dol. I think everyone is working as hard as they can with what they have to get back to a ""normal"" work/market situation."
- "Appraisals are not responsive to immediate changes in the market. Banks have too much influence on the direction of the market."
- "we need to keep all of our commission!! Entry/licensing should be more difficult. This survey was too long and ambiguous!"
- "Increase education in the real estate industry with an emphasis on industry/market competence. Increase the RE license requirements to make it more challenging to enter this industry so that new licensees are more educated, committed to this profession and more determined to succeed."
- "No trends that I am concerned with. I've been licensed for 45 years and am still working full time as a R.E. Associate (Managing)Broker. I've been license with the same Company for 35 years and receive good training within my Company and through The Association of Realtors along with my fellow practitioners."
- "Code of ethics and operational ethics need to be taught and tested during pre-license. It is often downplayed at the brokerage level and bad habits get defended by too many companies."
- "Realtors should have to do a minimum # of transactions in order to renew their license. Practice is the best way to stay on top of things."
- "no opinion"
- "More oversight/regulation in requiring live classes for CE. Making it easier to file a complaints or violations. Publishing the results of follow-up to corrections or penalties as a result of violations of RE law."
- "Consistent communication, newsletter or even updating the managing brokers to emphasize importance of issues."
- "1) huge percentage of commissions are lost online with no awareness of the public. 2) RMLS is an Oregon firm & is not aware of or concerned with Washington laws or issues."
- "The old business models of a brokerage/agent is becoming more and more difficult to manage. The training is abysmal and we are left hanging in the wind on a daily basis. Even when they ask us what would make things better, and we ask for better/more training, they explain that since we are independent contractors, it is up to us to find out services and information for ourselves. Very frustrating and I waste so much time trying to circumnavigate the business end of it all that I would rather be out with my clients. We all seem to spin our wheels doing the same type of learning and seeking systems and trying to manage the requirements when it could be much better having things in place, even if we have to pay for them. We give our brokerages so much money and get so little in exchange for it. I've researched other brands and brokerages, and it all seems to be the same way, hence I have not made a change. My brokerage just seems to be the best of the worst so I have remained there for the time being."
- "Increase the cost and the educational requirements for getting initial license. More CE requirements."
- "This may not answer your question, but there should be more hands on training for new agents. New agents should be required to ""shadow"" seasoned agents daily to understand negotiation, and how to fill out the

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forms etc. Every deal is different. When it comes to writing addendums it is imperative that new agents understand the liability."

- "I have a serious problem with a listing brokers file to be responsible for deposit receipts for buyers. The buyer broker is responsible to insure the earnest money is handled properly and timely deposited."
- "We are continuing to see long drawn out deals with lenders and short sales. There must be a way to set up guidelines that all lenders should follow if they expect Realtors to support them."
- "Get brokers, appraisers, and underwriters all on the same page when it comes to valuation."
- "Keep the lawyers out of it. It is obvious they want control of Real estate business. The lengthening of the WA real estate contract is evidence of this. Every few months a new form or a changed form because lawyers are involved."
- "Shift us all back to being either Licensees or Brokers. BY having us all as Brokers we are confusing and in some cases misleading the public."
- "Consumer are leaning back toward trust and partnership, building long term relationships. This involves taking personal responsibility in one's choices (both the consumer and the agent), excellent communication, and professional follow through. Feels like real estate professionals have raised their image and value in the public eye considerably. We don't need more regulation. We need less costs, and we need to allow people to continue to take greater pride and responsibility in themselves and their actions."
- "If it costs money and an agency is involved the least amount will be done. Department of

Licensing should be looking into all the lockboxes being cut off of homes and burglaries happening throughout the country."

- "Support lobbying to lower the excise tax to help sellers. Prevent the fed's from doing away with the tax deduction on a home mortgage."
- "I believe that there should be a Department of Real Estate instead of the DOL. I come from Arizona where they have ADRE which is operated by real estate professionals for real estate professionals. Further, the Arizona constitution allows agents to write and complete real estate contracts for clients. I can't believe all the forms we must use in this state. In Arizona you have 1 nine page contract that pretty much covers everything. Compared to Washington where you have to have 25 to 30 pages because there's always a new form for every section of the contract. This state is run by attorneys. They don't want us to have any control of writing any simple addendums. So I wish someone would really fight for agents to have their own State Department and more powers."
- "RE Teams that are not particularly knowledgeable about state law: Cannot dictate/set hours for their buyer agents. Should emphasize education more and sales less."
- "Too many knuckleheads in this industry because it's too simple to get a license. This ruins everyone's image. Trends will be technology and internet and how to monitor/regulate this. However, those that regulate must first understand what it is they're trying to regulate. Too often, those that regulate have no idea how technology works, SEO, or even how one sells in today and tomorrow's market. They apply old school philosophy to today's reality....which doesn't work. So DOL needs to have cutting edge, tech savvy, and even real estate experienced people involved in oversight...not their grandparents."

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- "DOL really should consider requiring different level of licensing for commercial versus residential, there are major competency issues that we encounter on a regular basis!"
- "No idea"
- "Use texting more. Like a new program called business texter."
- "I have concerns over the state/lawmakers increasing B+O taxes and excise taxes."
- "Not Active in Washington at this time - no opinion"
- "Consumer protection against fraud - short sale fraud specifically. There is so many scams and the consumers start to distrust all the real estate related industry professionals."
- "I have felt from the day it went into effect that the term Managing Broker was deceptive to the consumer. I know that when Illinois embraced this model they made it a violation to use it if one was not actually managing. I feel that the DOL needs to keep a close watch on the methods Brokers of all stature of license and the use of social media in their advertising and data distribution. I think the younger generation is up to date on this method but not as many baby boomers and seniors are. I feel that the emerging technical method of selling e,ominate the human factor and ultimately leaves the individual without good representation. You can have someone sign remotely but you can't tell if they understand what they are signing or in fact want to. I am all for technology and embrace it but do not want it to erase the human factor. ging Broker"
- "Create a separate license for residential and commercial licensee's. If the concern is really that important, which it appears to be via the Agency laws, then this is an area that is sadly overlooked. There are amply under-qualified individuals getting involved in transactions that are well over their head. Doesn't this put the public at risk for more than agency issues?"
- "More oversight over the banks and the secondary market IE Fannie Mae refusing to comply with Legal Description on their short sales and REOs. Federal lending institutions wanted to be exempted from State Financial regulations."
- "too easy for idiots to sell real estate; not enough education and/or skill building."
- "1. Licenses displayed in the office - I have never witnessed a client viewing. A better way might be to require firms to have a link on their websites to DOL. 2. Broker/Managing Broker/Designated Broker is very confusing to the public and Brokers. 3. Regulation of referrals in the industry. Referral fees are approach 40% in many instances with the referring broker quite often providing no value in the transaction - supervision, marketing, screening of broker referring, responsibility, etc. The public trusts these referrals when in essence the referring broker did nothing more than collect a lead and forward it on. 4. More core hours and forms classes required - of which a certain amount must be live instruction."
- "The biggest difficulty today is forcing brokers to submit offers online such as with HUD, HUD and many other organizations listing distressed properties do not use forms prepared by licensed attorneys in the State of WA. John Borgert Designated Broker Shelton Land and Homes LLC"
- "as a commercial agent most of the above survey did not apply."

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- "Our MLS system and the real estate industry in general does not support property managers even though we are required to carry the same license. It is very frustrating trying to complete continuing education with limited class resources that apply. Even the nature of these questions really don't apply to property managers."
- "Incentivise first time homebuyer programs where homebuyers can receive 3rd party buyer educational information from someone who is not a party to their transaction."
- "People are so legal/sue happy that eventually, there won't be very many agents willing to accept the risk. Also, more people are looking to Zillow and they do not provide solid information, especially in small towns."
- "The title ""managing broker"" has really created a mispreception to the general public. I believe we should go back to agents/brokers, so we are what the public perceives us to be."
- "I run into alot of Brokers that don't know what they are doing, they list properties incorrectly, don't complete forms correctly and are dishonest. I think new agents really need to be trained better and experienced ones need ongoing training, at least quarterly! And it should be affordable, interactive and tested."
- "I would suggest using the new ARELLO office policy guidelines as a starter for the Brokerage courses in WA - and again, I would begin to require ARELLO certification for distance education (ALL distance education!) in order to make the courses and instructors better. I also think that any electronic policy (e-signature, social media, IDX/MLS issues) be monitored and updated annually due to the speed of change in the industry. That will be the most important regulatory issue in the near future."
- "It seems as some kind of issue comes up wherever the source comes from you are trying to work on them and keep up them. Sometimes maybe a little slow like for social media."
- "Add LEASED comparables that do not disclose the Tenant but offer lease rate information to agents about what commercial leasing rates are being achieved in the county/city/market."
- "Growth of non Realtor licensees suggests closer supervision"
- "It is always a moving target, but the biggest problem I see is that our new names for agents as Brokers and Managing Brokers has done nothing but confuse the public and even other agents. It would be wise to Have Designated Brokers, Managing Brokers, Brokers and Associate Brokers. That way everyone would understand their position. The currents system creates a never ending sense that we are lying to the public."
- "I believe a future trend is that of a ""transaction agent."" I would like to see the DOL work to develop this as an official form of representation"
- "i see individuals acting as lone wolves within their firms with no supervision by Designated Brokers. The knowledge that it will most likely be many years before being caught and many more before anything happens has made real estate in Washington a wild and woolly occupation. There is little regard for rules and laws, a huge dip in ethics, and even if a Deignated Broker should terminate a broker for violations, there is always someone else waiting to sign the broker up without regard for his past."
- "I believe they do a good job now. I do believe that social media and the way some agents are using as far as advertising goes should be

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looked at. There are a number of agents out there that don't represent themselves as real estate agents, they are very misleading."

- "The biggest challenges are ethics. There is a great deal of fraud in public listings that is out of the control of DOL and Realtor Associations. Self dealing, hiding listings, restricting access and non-disclosure issues remain common. Large investors employing shills and loosely formed teams are also common. Not certain how we can minimize their impact. It is a difficult market for low to middle income buyers today."
- "I believe it is important to only have rules you intend to enforce and only enforce rules clearly stated. Classic example being the two business day earnest money rule being flouted far and wide. It seems the overall quality of brokers' understanding of their responsibilities to their clients and the profession is as low as it ever has been.."
- "The license law has very little relationship to what is actually happening in the industry today. Trying to teach the license law in any meaningful manner is nearly impossible. The testing service and DOL do not have a program that helps identify and DIGEST the main issues the public and the potential license can use to become knowledgeable regarding what they should know about the transactions of real estate. It is a very cumbersome law and was made more cumbersome with the use of broker and managing broker. At a recent information session at one of the colleges, it was nearly impossible to explain the definitions to those persons for whom English is a second language for; agent, agency, licensee, broker, managing broker, designated broker. Even those who have English as their primary language have trouble - especially the current practitioners. The best service this survey can perform is show the need for developing a digest of the law, when learned and practiced would cut down a lot misconduct and misinformation. The testing service doesn't even have sample questions covering the license law to demonstrate for the potential examinee important areas that are related to consumer protection and help the agent really understand their roles considering current technology and methods of selling. I am not sure of the future for the need for real estate practitioners. Technology may solve the license law problem - making it a thing of the past in the next 20 years."
- "DOL needs to spend less time dealing with earnest money issues so they can focus on other issues. I really do not understand DOL's infatuation with un-deposited earnest money checks. The risk to a buyer is practically non-existent, and the seller only cares that the check is timely deposited. Leave checking on deposits to the listing agent, because that's their job. Focus more on unethical conduct."
- "Virtual Agents Social Media More smaller independent offices"
- "I think that the barrier for entry into the real estate profession needs to be raised much higher. There are a lot of real estate agents who are not mature, responsible, or well informed enough to appropriately serve their clients' best interests. Most of them are well-intentioned, but that alone is not enough. It should be harder to qualify for a real estate license."
- "People can create the impression they are their own real estate brokerage too easily. What many of the agents of Keller Williams do is a perfect example. They only ""comply"" when forced to, and even then it is a very loose interpretation. The law should be changed. It's like a Dr allowing nurses to open their own practices using the Dr's name in tiny lettering somewhere on the sign-but that's it. Everything

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else is all about the nurses. I'm not picking on Keller Williams-they just seem to be the most prolific at it."

- "You should raise the education requirements to AA or BA degrees because I seem to run across a lot of brokers that can barely read or write. It seems like people that are uneducated and have no qualifications beyond their ability to run their mouths gravitate to this profession. To be honest, I don't know how they manage to avoid litigation. Regulators need to follow through and stop playing softball with violators. I think the DOL should do more to research, develop and promote standardized platforms or systems for broker recordkeeping."
- "I see too many new agents acting independently & not in the best interest of their clients. I see large corporate brokerages not paying much attention to what their agents are doing. Need more supervision especially of new agents"
- "more online,paperless transactions, docu-sign-change with the times"
- "Misleading advertising is common."
- "You are trying to legislate stupidity out for the public. Can't be done!"
- "Stricter Disciplinary for Non Professional/Illegal activities"
- "I believe making it more difficult to get a real estate license would be part of the solution. However, testing needs to be more ""real world"" than hypothetical. There are many theoretical scenarios that DOL lays out in the testing which a real estate license will most likely never see in their business or the standard practice within the industry does not coincide with the ""correct"" answer in DOL's eyes. In summation, I think DOL needs to be relevant and up-to-speed with what is being practiced on the streets through focus groups, by having practicing Brokers work with DOL to work on license law and enforcement or any other type of opportunities where practicing brokers are connecting with the people in the DOL office who are not out in the field."
- "Get rid of the broker and managing broker titles. It is so confusing to everyone!! Should be broker, associate broker, branch broker and designated broker ... then they all have broker in their title and it is easy to know, if they are representing the company or not."
- "There needs to be more clarification of the new real estate laws; for example, I have yet to find out why I can be a designated broker for two completely different firms but I cannot be the branch manager for one of my own offices 6 miles away. Everytime I ask I get a different answer."
- "Change in the industry is happening too fast for DOL to keep up; DOL needs to simply stop trying, take a big step back from all the change, and regulate."
- "Need more professionals in the business and fewer part timers. The business has gotten far too complicated for novices. Friends and relatives are not the best Agents in this Fiduciary business with all of it's legal implications"
- "The real estate industry will need to transform as technology tranforms."
- "There's a great Facebook group called ""raise the bar in real estate"" where these issues are discussed. It's too easy to get a license and not much of the license course material covers what happens day-to-day. I fortunately work at a

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firm who believes in always doing the right thing and if you don't, see you later."

- "continued push toward higher education in the field and aptitude testing of agents."
- "Consumers need to be more aware of the buying and selling process. They often don't know who's paying the agent, or what the process is. Agents need to do a better job educating them. Agents also need take better care of their clients as their fiduciary. Clients get bilked by the banks, another agent, or the title company. Someone needs to take care of them."
- "The consumer will probably be buying directly without the help of a real estate professional, by degree, starting now. Real estate commissions are too high with too little resultant benefit. The web has changed the world."
- "Seems sufficient at this time. But long term - increase quantity & improve quality of education required for brokers. Make education more applicable to operating what is really a SALES AND MARKETING BUSINESS in the ever-changing, digital world. Play a role in helping brokers succeed."
- "There are, at least in our market, agents and an office owner who constantly conducts their business in an un ethical,unprofessional and at time fraudulent way.there needs to be a better, faster system to allow active agents to report problem agents to DOL in a very timely fashion AND DOL needs to follow up on ALL complaints ASAP DOL needs to increase penatlies/fine etc to get these crooks out of the business and protect the public.. Increase the minimum to get into this business and many of these issues will go away. Entry is way to low & easy. Someone doing finger nails has far more requirements than getting into real estate.That is totally wrong.Real estate entry levels should

be far and above any other profession in this state."

- "DOL does a good job. I am a strong supporter of CE, and believe that it is unfortunate that so many brokers wait until the last few weeks before license renewal to ""cram"" courses into their agenda. Brokers should be required to have at least 75% of required hours accomplished prior to the last 6 months before license renewal."
- "lending standards"
- "The new names for the different levels of licensing is one of the most stupid things the DOL has ever done to the real estate community. The public is confused, the people working in the industry is confused. Just because the lawyers can't understand it then it must be changed. A Broker is a rookie, a MB is what? the public thinks an MB manages people when they do not. A DB? I mean, Really? The consumer is confused. Hell, I'm confused and this is my 38th year. DOL should step up and change the names, BROKER, ASSOCIATE BROKER, SUPERVISING BROKER. All licensees except management should have to declare who they represent on their license. They should have to go through training. Sellers agent, buyers agent, dual agent."
- "Obtaining a WA real estate license is entirely too easy. This is counterproductive. A minimum formal 4 yr college degree should be required."
- "I've seen an increase in illegal, deceptive and/or dishonest practices by a very limited number of licensees. I would like to see DOL be very aggressive at investigating reports of such behavior and would like to see much harsher penalties for those who are found to be in violation of licensing law including revocation of licenses."

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- "I think the future is looking good, but we need to become ever more professional. Often the public perception is that RE agents are a step above car salesman and we MUST change that. Less greed and more customer service from all of us. DOL needs more funding (yeah where is that coming from). They have been so underfunded and understaffed for so long, it is affecting their ability to do their job. More frequent audits and get rid of the firms that consistently and repeatedly push the rules past the line. Get in the 21st century of technology...you still have to snail mail to DOL, come on, really!? Automate automate and automate!"
- "Wow! Great question. Wish I had more time right now. Have to dash to deliver keys to a buyer! Will there be more opportunities to provide input and ideas in the future?"
- "Brokers with land transactions should be required to have additional training and licensing."
- "It seems like enforcement of existing regulation is minimal at best. False advertising, bait and switch etc are common and go unchecked. Numerous small brokerages operate illegally out of residences giving them an unfair financial advantage. Please enforce existing regulations or eliminate them."
- "Eliminate Dual Agency"
- "Better education is required for new licensees. They need required training in the very basics of how to be a real estate agent and how to work with and relate to clients/customers. Seasoned agents don't appear to encourage newer agents to seek out the education needed, maybe because they feel the new licensee is competition. Seasoned agents sometime appear to resent having to get even the minimum number of continuing education clock hours."
- "Ban Dual Agency"
- "Having agents now be brokers has confused the client."
- "no control over text messages, brokers using email and are not protecting client confidentiality as they should be"
- "Social Media needs far more attention and regulation than what is currently taking place."
- "FSBO & Pre-Listing For Sale sites and what will amount to agency free buyers. Rebate programs or retail tiebacks... \$500 to Home Depot ect. as inducement for business. Referral Fees Broker to Broker. Brokers active outside of their normal markets regionally"
- "Too many Licensees in general conduct themselves to the minimum level of required ethics and standards. If you raise the standard, their conduct will improve."
- "Make sure the banks DO NOT take over the real Estate SALES segment of the economy. They have a strangle hold on it now. Send some of them to jail, and get their attention."
- "DOL should work closely with MLS's and WAR attorney & Broker representatives. And then work closely to liason with the ""come & go amateur"" legislators who so seriously affect the business of real estate in the State of Washington."
- "DOL is under staffed to manage the emerging small 1-10 person office. Many who have held a license but have little knowledge of the business and the law and MLS rules. Increase time for designated broker license and add additional test to be designated broker."

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- "Address the issue of storing files in the cloud."
- "I BELIEVE SELLERS SHOULD HAVE SKIN IN THE GAME."
- "ETHICS through Education"
- "Personally I see more agents who feel no obligation to show up at the office or keep in touch with the broker. I know paperless is a great thing, however I feel there is a need for agents to check in at least once a month with the branch manager and go over transactions they are involved in. without oversight people tend to do as they like rather than as they should and it is a risk to the public. The DOL is obligated to oversee agent/broker/office activity And at the same time to be working for us, to help with compliance rather than being adversarial and hold themselves above us."
- "The recent economic downturn eliminated most of the lesser qualified brokers. Increasing economic health and real estate sales will encourage more new brokers to obtain licenses and begin practicing. The bar for entering the field must be higher. too many unqualified and unethical brokers enter the field when times are good, and home buyers and sellers suffer from poor representation during these times. Require comprehensive renewal exams, more education and more specialized licenses."
- "Use of social media needs to be examined"
- "The commercial contract are severely limited in their structure and ability to form clear transactions. You should hire Mr Coop formally of the NWMLS to structure them."
- "I think the licensing curriculum needs to do a better job of preparing the licensee to actually write offers and take listings."
- "Let the real estate boards who know how the industry operates best, have more input."
- "DOL needs to work with the RE commission to avoid BLUNDERS like the first ""distressed Home Owners"" rules. Legislators that do not understand RE should work with RE commission and leaders to understand how ""feel good"" laws can actually hurt the public before passing onerous regulations. Social media is the thing right now, but I see real problems with privacy issues. Also, over dependence on internet causes problems too. i.e. Craigs List ""cruisers"" looking for vacant properties to break into."
- "One of the biggest threats is licensed agents who don't have to be Realtors to get the MLS as they don't have to abide by the code of ethics and that can have a negative impact on the consumer and our profession. Also, those who undercut the industry standard commission."
- "With social media there is less and less control. I have a brick and mortar store and I think that the officeless agents are not regulated. Guess there is no way to change this, but there is surely room for misbehavior that did not exist say 10 years ago."
- "I have no idea really."
- "Need to create a more professional ""Advisor"" trend toward representation rather than ""sales persons"". Need to audit smaller firms much more frequently as very few perform according to the law."
- "Social media."
- "There have been more ethics issues lately. The initial hours should have a stronger emphasis on ethics, or better yet make it mandatory to take the 'live' 3 hour class in order to get your license. Since one can take the entire 180 hours on the computer there is little way to stress the importance of a strong ethical behavior in the business."

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- "The Brick and Mortar houses seem to be in trouble. Lots of new agents, with little guidance. The trend seems to be toward virtual office operations, which moves individual Brokers to home offices and technology allows you to work out of your car very effectively. All of this removes Brokers from the guidance that the regs provide. The DOL should get in front of this trend, and adapt policies and rules to accommodate the future. We can provide quality services in this new structure, and the DOL should lead rather than follow."
- "We do not need anymore oversigt. The Realtor are taking care of all these issues."
- "I would Like Managing Brokers To Non Competing And Required To Be Available 40 Hours A Week. I Would Be Grateful If My Files Were Looked At Before Presenting. I Think More Lawsuits Are Likeky To Arise If Files Are Not Checked Especially In Our HOt Market."
- "Real Estate will be almost totally web based. Now 90+% of clients search listings on the web, find one or two they like and contact the agent for a showingl. Documents are delivered and signed electronically through programs such as Authentasign. Some entities still need ink signatures. DOL could try to discourage that old method of transacting business."
- "We need to assure the competency of all agents. It is still too easy to get a real estate license and facilitate transactions that have significant impact on other people's lives."
- "The waiting period for fingerprints for Brokers is too long. Some with a criminal record could be selling homes with out a proper background check"
- "More stringent rules should be enacted to discourage cutthroat agents from trying to undermine another's client relationship by offering make believe carrots, offering highly inflated list prices or drastically reduced commissions."
- "I see younger people buying real estate and although they use the internet to find listings, they still like to use a Realtor to help them through the process of buying. Currently, I am not sure what the DOL does to protect the consumer other than equal housing laws, so that part of the question is difficult to answer."
- "Be very cautious when implementing any new CE requirements or additional hours. What is in place, although cumbersome by about 10 hours is very good, to add more is not needed and is only pressed for by the CE providers."
- "The syndication of listings on sites seems to be a potential problem. One online provider, Trulia, just doesn't seem to honor the deletion of listings. I have gone to their site and removed listings to find out later that it is still there. I have also received calls from the public who has seen homes on their site that were sold over two years ago. If the website lacks t he ability to follow our instructions in removing property, DOL needs to be aware of this."
- "It's hard to know what's ahead. Things seem better but the market is the very hard to predict."
- "As the market improves I can see the sharks circling the blood in the water. It's awful to do transactions with agents who just want a paycheck. I also think RE agents should be forbidden to advertise mortgage rates because it is out of their area of expertise. If they are not a full time professional, I think it should be disclosed. An agent who has had a license for 20 years isn't necessarily up to speed on market conditions, lending practices, etc. I just think the public needs to know who / what they're dealing with. Maybe an agent does 12

Washington Real Estate Licensee Profile: 2012

Q85: Please provide comments in the space below regarding the future of real estate industry in Washington and DOL's role in providing regulatory oversight and consumer protection for the real estate industry. In particular, what do you see as emerging issues or trends in the marketplace; and how should the DOL react?

transactions a year - much better than dealing with someone with 20 years ""experience"" and does 2 or 3 just to get vacation money. DOL should make licensing more difficult to start with now that we know what the bubble produced - a lot of bad RE practice. Those who jump in and out of the market make it rough for the rest of us who do it full time with dedication. How would you like to work with an accountant who only works during tax season? Or maybe go to a dentist who only works during back to school? Or go to a doctor who only practices when there's a flu outbreak? It would stabilize our industry for full time practitioners to have increased market opportunity rather than having transactions go sideways because agents are not up to speed and don't care about our industry - only their paycheck."

- "Stop the new Carbon detector law...it is a waste of buyers and sellers money in all electric homes with no garage!!"