



2010 RMLS™ Subscriber Satisfaction Survey

The purpose of the 2010 RMLS™ Subscriber Satisfaction Survey was to gather feedback from our subscribers regarding their impressions of our services, so that we can be aware of our weaknesses and develop solutions, as well as hone our strengths.

Over the course of the survey, we received 2,479 responses, which represents approximately 22.2% of all subscribers. In the 2009 survey, we received responses from approximately 18% of subscribers. Below is the outcome of this survey. We have included a brief summary of the comments received for each survey question.

*Note: * means the ratings score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.*

1 What level of access do you have to RMLSwab?

Answer	0%	100%	Number of Responses	Response Ratio
Principal Broker			572	23.0%
Broker with Listing Load access			1682	67.8%
Broker with no Listing Load access			70	2.8%
Administrative Personnel			12	<1%
Appraiser			128	5.1%
Affiliate			5	<1%
Other			3	<1%
No Responses			5	<1%
Totals			2479	100%

Summary of Comments:

Of the 2,479 total responses to this question, a total of 135 subscribers took the time to add a comment. The comments often were on other aspects of RMLS™ interaction. Of the 135 comments, 74 were positive or general, 12 were training related, 27 were system improvement suggestions, 9 are on the 2011 Voting Boards for consideration, 2 related to issues currently in development, 3 are technical training issues and 8 were negative.

Here are some key comments:

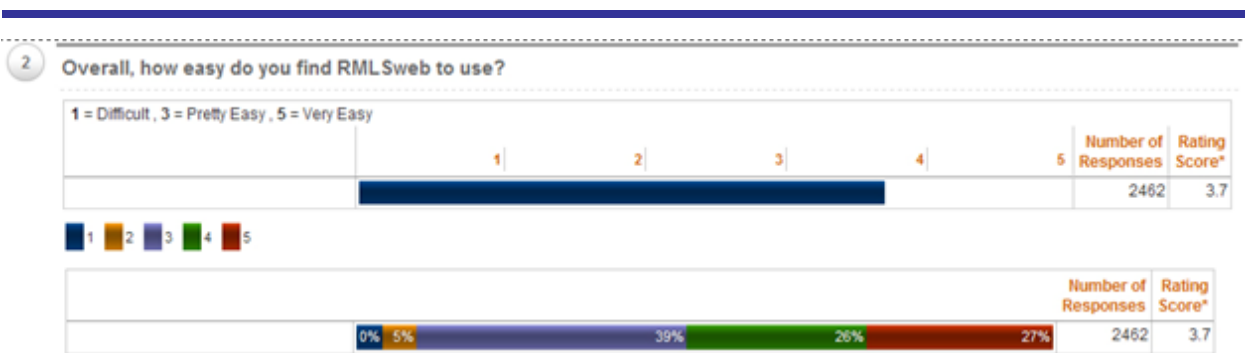
“Love using RMLS™! It’s a great tool.”

“I am a proclaimed "dinosaur" with the computer. I've been a Realtor since "OMLS," still have the skeleton key which was needed to keep showing properties when both systems were in competition. I don't use 1/2 of your wonderful assets in the RMLS™ program. Still learning all the time. If I won the lottery, I'd still be a Realtor, love my work, not a job. Quit WVMLS just because it became a "job" to work through their system. THANK YOU FOR KEEPING ME SANE!”

The second largest grouping of comments (27) consisted of system improvement suggestions. Those that are not already included in work in progress or on the 2011 prioritization list will be forwarded to our enhancement work group for evaluation. Here is a sampling of those comments.

"I would very much like you to improve the 'match making' capabilities of your Reverse Prospect tool. I use this to find agents with potential clients, BUT more often than not, the criteria of my listings doesn't match their buyers, ie: My listing's on a lot and the Reverse Prospect tool matches with someone looking for Acreage!!! Or vise versa."

"So please find a way to improve this potentially great tool. It is incredibly frustrating that there has not been an effort made to make RMLS™ compatible with Macs. More and more agents are using Apple products and it's ridiculous that the back end of RMLS doesn't work with these computers. Over 50% of our office are Mac users and it's a constant source of frustration. RMLS should not be so far behind the times."



Summary of Comments:

Our subscribers submitted hundreds of comments regarding the ease of use of RMLSweb. Overall, general compliments were like these:

- "I love the changes you keep making."
- "It can't get any better than this."
- "Tech support is great if I have a problem or a question."

Along with the positive feedback, our subscribers also gave us several areas to work on. Here are some comments about mapping:

- "Map program needs to be improved. Sometimes listings come up in wrong areas."
- "Maps and arranging of showings on maps is complicated."

Other subscribers commented on the limitations of the search function. For example:

- "The search feature for the site very seldom provides me with the information that I need."
- "When I have a search in place, then go look at listings what I come back to is not my last search."

Over half of the negative comments reflected some misunderstanding of use, which presents us with a great opportunity: We can follow-up with these subscribers and provide them with individual remote training to answer their survey issues. This follow-up technique would also reinforce our growing Outreach goal. Rounding out the comments to this question were the ongoing requests for Mac compatibility, multiple photo upload, and for an improved user interface.

Comparison to 2009:

In the 2009 survey, the average rating score was a 3.6 for this question, compared to 3.7 in 2010. 22% of subscribers gave a 5 (Very Easy) rating in 2009, compared to the 27% that gave a 5 rating in 2010.

3 How did the following 2010 RMLS™ projects affect your business?

1 = Harmed, 3 = No Impact, 5 = Improved

Answer	1	2	3	4	5	Number of Responses	Rating Score*
New Comparative Market Analysis (CMA) Report						2398	3.6
Listing View Counts						2402	4.1
Combined Reports						2336	3.8
Free RMLSweb Mobile						2357	3.8
Map Radius Search						2375	4.0
Limited RMLSweb access during maintenance						2359	3.1
Improved Statistics (Market Trends, Market Stats & Inventory)						2391	4.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Answer	1	2	3	4	5	Number of Responses	Rating Score*
New Comparative Market Analysis (CMA) Report	1%	3%	47%	26%	19%	2398	3.6
Listing View Counts	0%	0%	27%	31%	39%	2402	4.1
Combined Reports	0%	0%	44%	28%	26%	2336	3.8
Free RMLSweb Mobile	0%	0%	50%	18%	29%	2357	3.8
Map Radius Search	0%	1%	28%	33%	35%	2375	4.0
Limited RMLSweb access during maintenance	2%	9%	68%	11%	8%	2359	3.1
Improved Statistics (Market Trends, Market Stats & Inventory)	0%	0%	23%	43%	31%	2391	4.1

Summary of Comments:

Our subscribers submitted a wide range of comments regarding our 2010 projects. Here are some general comments of praise:

- “I love the new items added to the RMLS™. It is much better.”
- “All great ideas and much appreciated.”

While there were some general comments, the majority were about specific topics. One of the most popular topics was the Listing View Counts project.

- “View count is a great success story. We can now prove that something is happening 24/7 on our seller’s homes.”
- “View counts and combined reports - Yes”

Combined Reports brought in further raves with many comments such as, “I love the Combined Reports, I find them very useful when showing property.”

Here are some positive and negative comments about Map Radius Search:

- “The Map Radius Search is frustrating because of the limited parameters we can search with.”
- “Really love the Map Radius Search as when people just want a particular neighborhood—and when it is isn’t named it was a pain—so this new feature is awesome.”

The new CMA also brought in diverse points of view with comments such as:

- “Love the CMA changes, noticed you gave me the blank fields I asked for-wahoo!”
- “The new CMA is difficult to understand.”
- “Please don’t take away the old CMA.”

The diversity of comments with the new CMA and Map Radius Search indicate some subscribers may need some training in their areas of concern. And this is a perfect Outreach opportunity for SRRs and Help Desk.

How interested are you in these projects that RMLS™ is considering making available for subscribers?

1 = Not Interested , 3 = Somewhat Interested , 5 = Very Interested

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Client Portal: Private access for clients, where they can set up search criteria, run searches and have dialog with their brokers about listings.						2419	3.2
iPad Compatibility: Allow iPad users to access and use RMLSweb search.						2418	2.9
Mozilla/Firefox Compatibility: Make all RMLSweb functionality accessible through Mozilla/Firefox.						2399	3.2
Personal Assistant Access: Ability for personal assistants to access RMLSweb with their own login.						2402	2.9
Photo Loading: Ability to upload multiple photos at one time and other photo enhancements.						2441	4.4
Agent Desktop Redesign: Allow customization of newsletter page.						2408	3.2
Chat Function: Allow online chat for Help Desk/Training questions.						2419	3.2
Listing Load: Assign ML numbers to in-progress listings, resulting in random ML number order and allow photo loading for in-progress listings.						2423	3.5
Statistics: Make additional statistics available from advanced search with summary available for an unlimited number of results.						2416	3.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Answer	1	2	3	4	5	Number of Responses	Rating Score*
Client Portal: Private access for clients, where they can set up search criteria, run searches and have dialog with their brokers about listings.	20%	7%	27%	16%	28%	2419	3.2
iPad Compatibility: Allow iPad users to access and use RMLSweb search.	29%	11%	24%	11%	23%	2418	2.9
Mozilla/Firefox Compatibility: Make all RMLSweb functionality accessible through Mozilla/Firefox.	25%	9%	20%	10%	34%	2399	3.2
Personal Assistant Access: Ability for personal assistants to access RMLSweb with their own login.	28%	10%	23%	13%	23%	2402	2.9
Photo Loading: Ability to upload multiple photos at one time and other photo enhancements.	4%	1%	11%	17%	64%	2441	4.4
Agent Desktop Redesign: Allow customization of newsletter page.	15%	11%	30%	18%	23%	2408	3.2
Chat Function: Allow online chat for Help Desk/Training questions.	16%	11%	30%	20%	21%	2419	3.2
Listing Load: Assign ML numbers to in-progress listings, resulting in random ML number order and allow photo loading for in-progress listings.	15%	7%	20%	21%	34%	2423	3.5
Statistics: Make additional statistics available from advanced search with summary available for an unlimited number of results.	4%	4%	25%	26%	38%	2416	3.9

Summary of Comments:

There were no comments allowed on this question, as it was meant for subscribers to rank the projects.



Summary of Comments:

Many subscribers expressed their happiness with the service provided, citing quick responses and knowledgeable, helpful staff. A large number specifically called out the Help Desk for providing great service. However, there were others who felt that they do not receive responses quickly enough or have had negative staff interactions.

The enhancement suggestion process was pointed out as a place where we have room to improve, with many feeling that they haven't received sufficient follow-up about their suggestions and expressing concerns that their ideas were not considered. And a few responders didn't realize they even had the ability to ask questions or provide suggestions.

As comments were not gathered on Q4 (project priorities), a handful of subscribers also used this space to share their comments on those topics – most frequently, concerns with the idea of a Client Portal.

Example comments:

"I consistently receive friendly, competent help from your tech support people. I always hang up with my problem solved. Impressive!!

"I'm very happy that you take the time, and work diligently, to make all of us successful. As part of the real estate team we have in Coos county, RMLS™ keeps us up to speed, to keep up with the ever-changing market, and the needs of our clients."

"Very satisfied with help when I have questions. Not as much satisfied with suggestions...I've made "search criteria" suggestions in the past, but while I know you can't cater to everybody, I suspect the suggestions don't get a lot of attention."

"Knowing the likelihood of my suggestion being implemented or researched or the status of the suggestion would be great or knowing if others have had a similar suggestion is a big plus."

Comparison to 2009:

In the 2009 survey, the rating score was 3.4, whereas in 2010 it grew to 3.7. In 2009, 14% of respondents said they were "Delighted," whereas in 2010 there were 26% who were "Delighted."

6

What additional functionality would you like available during maintenance (along with limited access to RMLWeb)?

View Text Answers	Number of Responses 597
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Summary of Comments:

There were a total of 597 comments for this question. 419 (70%) of the respondents were happy with the current capabilities offered on the DR site during system maintenance. 178 (30%) respondents had requests for additional functionality or training needs in using the DR site.

Of the comments in the positive or general category some of the remarks included:

“Overall, I feel that the RMLS™ does a good job in notifying us users when/if the system will be down. I have found that usually this occurs at night so not to interrupt users. If the system is down the system is down!”

“I just appreciate the notification that maintenance will occur at a certain time. No agent is that busy that they can't work around that.”

The comments for additional functionality (as well as issues not necessarily related to the DR site) included 20 that are either Voting Board topics for 2011 or are current projects. Those that are not already included in work in progress or on the 2011 Voting Boards list included 22 requests for Listing Load access, 8 requests for Advanced Search, 16 requests for access to OREF Online forms and 12 requests to never shut down RMLWeb at all.

Here is a sampling of those comments:

“Listing and photo loading is essential for me at night, as this is when I am able to accomplish these tasks.... I'm with clients during the day and often not able to access the system to work on my listings.”

“It's just annoying not to have 100% of the tools when you think you might use them - especially when some of us are "night owls" - but understand the reason and think it best to keep office hour people the least annoyed.”

Comparison to 2009:

In 2009, we did not have limited maintenance mode functionality on RMLWeb and 36.8% of respondents felt that having some (limited) functionality on RMLWeb would mitigate inconvenience during maintenance. In 2010, maintenance mode became available, allowing limited functionality on RMLWeb for subscribers.

Where do you normally get RMLS™ information? (Check all that apply)

Answer	0%	100%	Number of Responses	Response Ratio
Direct Email from RMLS			1829	75.1%
RMLS Local Office			528	21.7%
Other Brokers			301	12.3%
Principal Broker			525	21.5%
Monday Morning Missives			371	15.2%
In My Office			435	17.8%
RMLS Help Desk			617	25.3%
RMLS Training Classes			406	16.6%
RMLSweb Newsletter Page			927	38.1%
RMLS Updates Blog			162	6.6%
Facebook			87	3.5%
Twitter			28	1.1%
RMLS Front Desk			300	12.3%
Other (View all)			60	2.4%
Totals			2433	100%

Summary of Comments:

The majority of comments from subscribers were short responses such as “email” or “direct email,” which were already one of the options listed. Besides subscribers who mentioned options that are listed, 3 survey respondents said they receive information from Board meetings, such as the CCAR Board meeting. 13 gave positive feedback regarding specific people or departments at RMLS™. 3 respondents had enhancement requests, such as organizing Forms and Documents in a more efficient way.

Here are some of the positive comments:

“Front Desk help and Trainers are great to work with and interested in getting me what I need.”

“Excellent follow-up service.”

“I have never inquired about a problem that was not responded to quickly and efficiently. The employees at the RMLS™ facilities that I query on occasion are courteous, knowledgeable and very helpful.”

One person was unhappy that there is not enough notice before password changes occur, and would like a prompt to appear when signing in.

Comparison to 2009:

In 2009, 76.5% of respondents got information on the RMLSweb Newsletter Page. This number went down to 38.1%, although many comment responses said they use the “Desktop” or “RMLSweb Front Page,” which would have made the percentage increase had they found the correct category to select. Also, we rearranged the order of the choices, so this could have impacted the statistics (the top choice seems to get lots of responses).

8

What other methods do you suggest RMLS™ should use to provide you with news and information?

	Number of Responses
	516

Summary of Comments:

Many of the respondents said that they had “no” suggestions of other methods. Some commented that they would like to see less direct email, others said they prefer direct email. 14 respondents commented about needing more training or had suggestions for training classes. 3 of these said they would like to see “webinars” become available. 14 respondents said they would like to see “text messaging” as a form of communication from RMLS™. 13 provided enhancement requests, 4 of which had a desire for Mac compatibility.

Here are some notable comments:

“I personally think that you currently keep agents informed well.”

“I think you are a great source of information. I still have so much to learn. So far RMLS™ has been my strongest tool.”

“Text messaging to cell phone for urgent matters.”

“I don’t know. I still don’t like the Comparative Market Analysis and I doubt if you plan on doing anything about it.”

“The biggest one is please, please, please get rid of the Internet-Explorer-based RMLSweb. It’s awful. The integration with forms takes forever on my system and there’s no way for me to use my Mac. I keep an old PC around strictly for RMLSweb. It’s a huge pain. I’d love to see a more PDF-based forms system and a site with cross browser compatibility.”

9

Which RMLS™ office are you most likely to contact for assistance?

Answer	0%	100%	Number of Responses	Response Ratio
Portland			1677	67.6%
Vancouver			310	12.5%
Salem			64	2.5%
Eugene/Springfield			212	8.5%
Florence			14	<1%
Roseburg			66	2.6%
Brookings			18	<1%
Coos County			34	1.3%
Hood River			23	<1%
Hermiston			32	1.2%
No Responses			24	<1%
Totals			2479	100%

Summary of Comments:

The majority of all comments were positive and were mostly praise for the office the subscriber usually visits. Out of 97 comments, 43% were positive comments about the local office. There were only 6% of comments that were negative. Other than praise for the local offices, other respondents provided praise for certain staff, and a handful requested that either a Washington county or Gresham office location should be opened.

10 How satisfied are you with the service at your primary RMLS™ office?



Summary of Comments:

Once again, there were many positive comments about the service subscribers receive. Out of 183 comments, 89 were positive comments about the staff at the subscriber’s local office. 35 of the comments were critical of the staff or policies of RMLS™, such as closing for lunch, or not having 24-hour support. The majority of the rest of the comments were about either the RMLSweb system or the Supra system. These comments have been funneled into the enhancement process for further action.

Comparison to 2009:

Compared to the rating score of 3.7 in 2009, 2010 showed a rating score of 3.9. In 2010, only 3% of subscribers gave a 2 or lower score, whereas in 2009 there were 6% who gave that score. 5% more people gave the highest score of 5 (Delighted) in 2010 compared to 2009.

11 Which Supra key do you use?

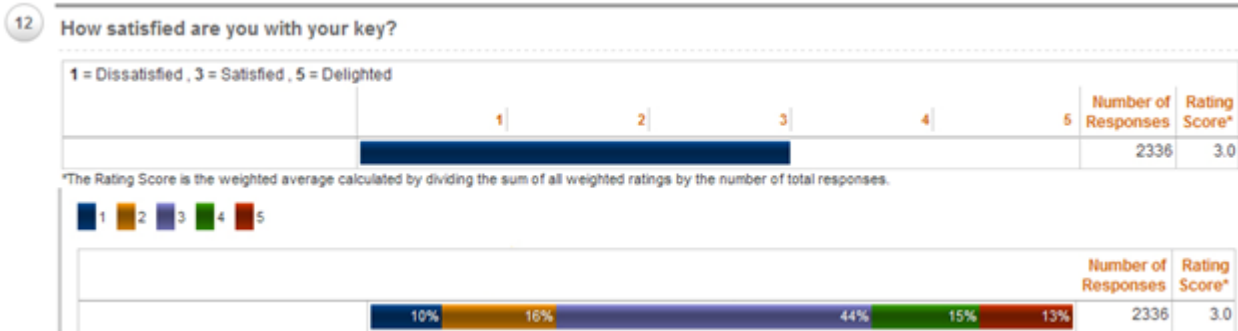
Answer	0%	100%	Number of Responses	Response Ratio
ActiveKEY (Blue & white dedicated lockbox key manufactured by Supra)			1840	74.2%
iPhone eKEY			154	6.2%
Blackberry eKEY			111	4.4%
Other eKEY			87	3.5%
Cooperating key from other MLS			47	1.8%
No Supra key			125	5.0%
Other (View all)			83	3.3%
No Responses			28	1.1%
Totals			2479	100%

Summary of Comments:

A large number of subscribers shared their excitement for the release of the Android eKEY, which became available right around the time that the survey was closed. Many more noted that they plan to move to the iPhone based eKEY in 2011, as it reaches more phone carriers or their current contracts expire.

eKEY users were largely happy with their service, though quite a few expressed frustration that the monthly fees are higher than ActiveKEY fees, and many felt that the Bluetooth/IR adapter is large and awkward to use.

ActiveKEY users tended to be less pleased with their key, most commonly having issues with battery life or charging, but also sharing a number of other concerns such as the defective rate, size of the key, and issues with the button pad. A few did note, however, that there have been improvements with the ActiveKEY since its initial release.

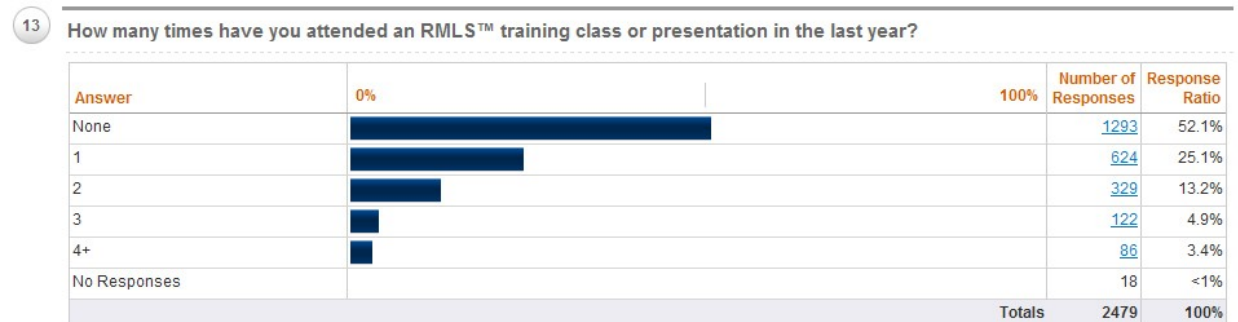


Summary of Comments:

See summary from Question 11. The summaries for Question 11 and Question 12 are combined as they are both related to keys.

Comparison to 2009:

In 2009, 9% of respondents were “Delighted” by their key, compared to 13% in 2010. The average rating score in 2010 was 3.0, up slightly from 2.9 in 2009. While the average rating went up only slightly in 2010, improvements were seen across the board. In 2009, 67% of responses were in the top three tiers of satisfaction, compared to 72% in 2010. Also, 2009 had 30% of responses in the lower two tiers of satisfaction (those who ranked their satisfaction level as a 1 or 2), while 2010 was reduced to 26%.



Summary of Comments:

Out of the 2,479 total responses to Question #13 there were 239 comments in response to the number of times a subscriber attended an RMLS™ training class or presentation. 1,293 (52%) indicated they did not attend a class or Presentation this year, 1186 (48%) indicated they attended at least one RMLS™ training class or presentation this year.

Here are some positive comments:

“Whenever an RMLS™ rep comes to the RE/MAX equity group Hillsboro office, I'm there! All classes have been very informative.”

“We are THRILLED with the willingness that RMLS™ has demonstrated in supporting our organization!”

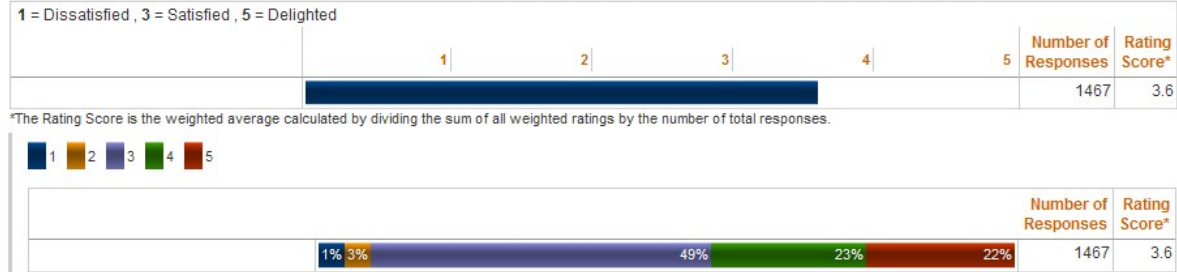
Here are some negative comments:

“It was very dumbed down, so haven't attended others since.”

“They are sometimes useful, but in general boring.”

14

Overall, were you satisfied with the class(es) or presentation(s)?



Summary of Comments:

Out of the 1,467 total responses, there were 262 comments in response to overall satisfaction of class(es) or presentation(s). More than 1,400 (96%) indicated they were satisfied or delighted with the class or presentation they attended this year. 59 (4%) indicated they were less than satisfied with the RMLS™ training class or presentation they attended this year.

Here are some positive comments:

“Well done and professional. To the point and easy to understand.”

“Very happy with the presentation. They tailored to our needs and stayed after to answer individual questions after the presentation.”

Here are some negative comments:

“Dissatisfied from the standpoint there are no trainings that are not for newbies.”

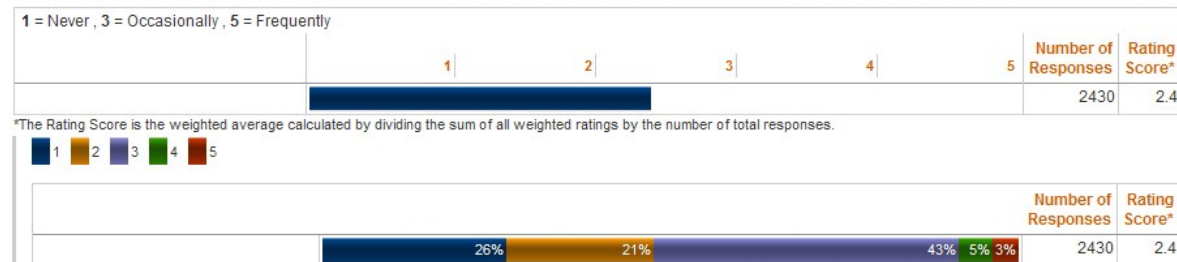
“Class computers were running slow, but good information.”

Comparison to 2009:

In 2009, there was a rating score of 3.5 compared to the 3.6 score in 2010. 17% of people were “Delighted” by the classes or presentations in 2009, compared to 22% in 2010. The number of people who gave a 1 rank stayed even both years at 1%.

15

How often have you viewed online tutorials located on RMLSwEB?



Summary of Comments:

Out of the 2,430 total responses to Question #15 there were 117 comments in response to the number of times a subscriber viewed online tutorials located on RMLSwEB; 43% indicated they occasionally view the online tutorials and 23% reported that they've never viewed them; only 8% reported that they utilize them more frequently. The comments show that many of our subscribers are unaware that online tutorials are available on RMLSwEB.

Here are some key comments:

“I have to say that I very much like the online tutorials. They are helpful, clear and can be viewed when I have the time.”

“I'd like to see tutorial updates on the homepage. With a different one every month...its amazing what this site can do if you know about it.”

16

How often do you contact the RMLS™ Help Desk?

Answer	0%	100%	Number of Responses	Response Ratio
Daily			1	<1%
Weekly			22	<1%
Monthly			214	8.6%
Quarterly			1103	44.4%
Never			299	12.0%
Other (View all)			792	31.9%
No Responses			33	1.3%
Totals			2479	100%

Summary of Comments:

Out of the 2,479 total responses to Question #16 there were a total of 597 comments. In respect to the number of times the subscriber contacts the RMLS™ Help Desk, 2,194 indicated they contact the Help Desk on a quarterly basis or less (88%). Only 237 (9.5%) indicated they contact the Help Desk monthly or more frequently. Overall the Help Desk received a 76% approval rating.

Here are some key comments:

“Love your help desk! Love it!”

“When I do they are always very helpful. I love the quick responses!”

“They are very good at helping over the phone and my experiences with them have always been great.”

“Quarterly at the most. Maybe 2x per year - I find the help desk hard to deal with and pursue other avenues - last resort call RMLS™.”

“They are great at helping with problems but management is lousy at taking suggestions to improve the flaws in the system!”

17

How satisfied are you with your interactions with the RMLS™ Help Desk?

**Summary of Comments:**

Out of the 2,299 total responses to Question #17, there were a total of 160 comments. 102 of the comments were positive (65%), 36 were non-opinionated (22%) and 24 were negative (12%). Overall, the Help Desk received a 76% approval rating. For reference, the RMLS™ Help Desk hold times have consistently been under 1 minute on average. Since May of 2010 hold times have averaged 45 seconds.

Here are some key comments:

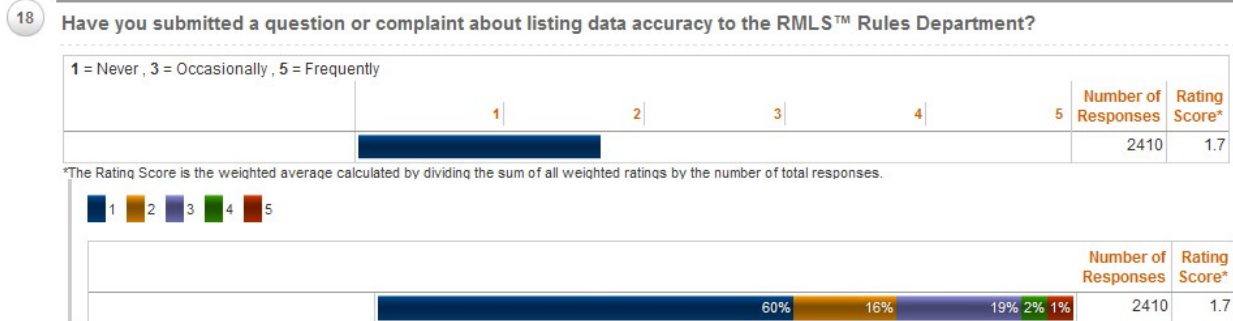
“A few months ago I had a problem viewing information after a maintenance session. The gentleman that helped me actually gave me his direct number to call with any future issues that persisted. Excellent customer service!”

“I have called a few times with questions and the people on the Help desk were VERY nice and VERY helpful.”

“Hold time should be reduced.”

Comparison to 2009:

While the rating score remained the same in 2009 and 2010, there were only 3% of respondents in the lower two tiers of satisfaction in 2010, compared to 5% in 2009. In addition, 2010 showed improvements in that 32% of subscribers ranked their satisfaction as a 5 (Delighted), compared to 30% in 2009.



Summary of Comments

A total of 252 subscribers took the time to add a comment to their answer. About 40% of these comments were helpful notations of the areas that subscribers saw the most inaccuracy in the data. This will help staff to focus our efforts on enforcement of rules. The problem mentioned most frequently (23 times) was a missing photo or an incorrect view posted as the first photo. Our Rules Department does enforce this rule proactively, but several comments seemed to indicate that our subscribers would like to see a photo added no later than the time the listing is entered. (Seventy-two hours is currently allowed.)

In addition to photos, problems with the following items were mentioned with the most frequency: Short Sales (9), Incorrect Map Point (8), Late Status Change to Pending or Sold (8), Incorrect Listing of Manufactured Homes (7), Incorrect Area (6), Lot Size Discrepancies (6), Personal Promotion (5).

There were a wide variety of comments about the Rules process, ranging from fear of being a “tattletale” to appreciation for the Rules staff to frustration at a lack of correction of reported problems. Many preferred contacting their fellow brokers directly, while others did not understand why RMLS™ did not crack down harder on brokers. The following comment illustrates one thoughtful approach to reporting violations:

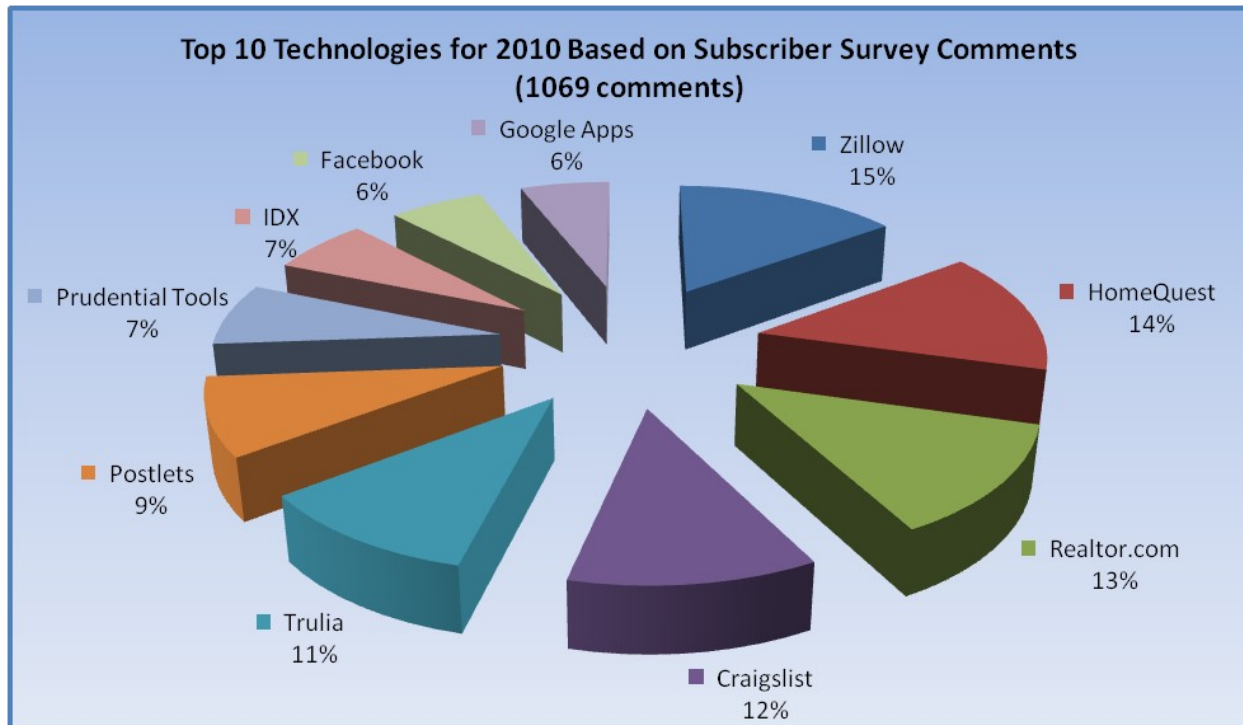
“When there is an error I try to report it - if the lead photo is the living room, if the house is in the wrong ML area #, if it’s a short sale with an accepted offer that is not noted - anything that might mean I have to apologize to my client.”

There were also some suggestions on making it easier to report listing violations, including this one:

“What about a button on the listing that pulls up a pre-filled form to do this? I think the integrity of the data would be greatly enhanced. Sometimes it’s ignorance... sometimes it’s deliberate.”

Summary of Comments:

Due to the nature of the responses to this question, we decided to graph the top ten responses for ease of understanding. As you can see below, there were many people who responded to this question. Out of the 1,069 total responses received, the most popular products that our subscribers use (outside of RMLS™) appear to be Zillow, then Homequest, then Realtor.com, then Craigslist, and then Trulia.



Below is a table of the top 20 products listed:

Zillow	93	Windermere	30
HomeQuest	90	WVMLS	30
Realtor.com	80	Client Connect	26
Craigslist	72	Vflyer	20
Trulia	68	iPhone	19
Postlets	57	Loopnet	18
Prudential Tools	46	Twitter	18
IDX (not specific)	41	RLID	16
Facebook	39	Trend Graphics	16
Google Apps	37	John L Scott	15

How would you rate the overall value of the services you receive from RMLS™?



Summary of Comments:

A total of 252 subscribers took the time to add a comment to their rating of the overall worth of RMLS™. Overall, almost a third (32%) of the comments were totally positive; 38% gave a mixed review or were neutral; and 30% had a negative tone.

Many comments (57) were extremely general and those were predominantly (about 60%) positive. Some of the kudos included:

"I would be lost without access to RMLS services"
"NO RMLS?? Or a crummy one? Impossible!"

Another 20 respondents (35%) were more restrained, with comments like: *"Services are more necessary than valuable."* Only three subscribers were negative with no specific complaint.

The second largest grouping of comments on value (36) concerned lack of full access to RMLSweb with various browsers, operating systems and devices. There seems to be a larger and larger contingent of our subscribership that does not want to be contained in the Windows/Internet Explorer environment.

Here are a few of their remarks:

"I have a Mac and am unable to access OREF forms and the Listing Load part of RMLS™ from my Mac. The biggest change that would work for me is having both of these functions be Mac compatible. I also have an iPad which doesn't allow these functions. I travel and would like to be able to work remotely. Mac products with a wireless modem are the best travel tools, so this is VERY important to me!"

"It sure would be nice if we could access RMLSweb on a Macintosh computer!"

"I feel a very large weak link is that the RMLS™ is not very compatible with a Mac."

"We need Mac compatibility!!!! The business world is no longer being run on WIN PC's alone. It drives me nuts the lengths I have to go to in order to use RMLSweb on my Macbook (my only computer)."

"Can't add a listing on my home computer. I go to the library."

"It is incredibly frustrating that there has not been an effort made to make RMLS™ compatible with Macs. More and more agents are using Apple products and it's ridiculous that the back end of RMLS™ doesn't work with these computers. Over 50% of our office are Mac users and it's a constant source of frustration. RMLS™ should not be so far behind the times."

Other notable comments included 30 requests for specific system enhancements or forms changes. Those that are not already included in work in progress or on the 2011 prioritization list will be forwarded to our enhancement work group for evaluation. When cost was the focus of the comment (23 times), about half were negative. When customer service was the topic (14 times), the great majority of comments (11) were positive.

Comparison to 2009:

In 2009, the average rating score was 3.4, compared to 3.8 in 2010. This shows quite an improvement in subscriber's opinions regarding the value of RMLS™ services. Another comparison that shows this improvement is that in 2009, there were 16% of subscribers who ranked the value of RMLS™ services at a 1 or 2 (not valuable and barely valuable), compared to only 5% in 2010. Furthermore, in 2009, 21% of subscribers gave the highest score of 5, compared to 29% of subscribers who gave a 5 in 2010.