

Member Product: Value Proposition

Surveying the **Member.REALTOR.ca** Platform Experience

Member.REALTOR.ca Product Feedback

Nov 25, 2024

Thank you for taking the time to complete this survey! We are gathering feedback on how REALTORS and brokers use the Member.REALTOR.ca products in their workflow. Your insights will help us improve the platform and provide better support to your needs.

Start now

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■ Introduction

Project: Member Product: Value Proposition

We aim to assess members' digital experience by evaluating current offerings, including member.realtor.ca web and app, to determine the best way to serve REALTORS.

My Role

UX Researcher
Project Lead

Duration

3 weeks

Tools used

Figma
Microsoft Forms
Outlook

Key Findings

- **Device Usage:** Members **prefer desktops overall** for managing reports due to larger screens and better workflow integration; app is mainly favorite due to on-the-go-access.
- **Demand for Enhanced Data & Customized Reporting:** Members seek more **detailed data** and **reports** on Member.REALTOR.ca.
Competitors like House Sigma and MLS systems are being used for more **functional reports and analytics**.
- **The highest value lies** for Member.REALTOR.ca in **providing quality, reliable and transparent listing statistics**, that exist **both on and off** their boards.

Recommendations

- Explore adding Listing Statistics and key features (auto-report generation, lead tracking) to MLS as a potential replacement for both Desktop and App.
- Consider a secondary solution for adding Auto-report generation for Desktop users.



Next steps

- Assess technical feasibility of integrating Listing Statistics with MLS and the impact on reporting and analytics.
- Re-test Solution:
If key features are added to MLS, test whether it can replace both Desktop and App. Compare MLS-solution with Desktop-only solution.

■ Introduction

Background information

The member app was initially developed to prove demand but has faced challenges with low engagement and unclear value proposition.

What We Know Now

App usage patterns:

- The app has a **higher screen view count**; this could mean that app users are more engaged per session.
- **Top 3 areas visited:** Listings, Listing Insights (report), Email Leads for Listing, **My Office Listings (app only)**.

Web usage patterns:

- User engagement is up, bounce rate is down.
- Website users **stay longer on average** (1:14) compared to app users (0:57), suggesting deeper engagement (more time on few tasks).
- **Top 3 areas visited:** Homepage, My Listings (Member view) and **Public client view (web only)**.

Overall:

- Many members use **only one platform**, with **app engagement remaining low** compared to web usage.

■ Introduction

Research Goal

In order to gather insights on how REALTORS use our diverse Member.REALTOR.ca across different devices, and why, we need to:

Analyze

How users engage with the Member App, Desktop, and Mobile Web versions (usage patterns, preferences, & frequency).

Identify

User pain points and areas for improvement by gathering feedback on specific features & overall satisfaction levels. Identify potential areas for merging, isolating, or removing platforms/ features altogether.

■ Research Plan

Research Plan

- **Survey:** Distributed to users who fit the target group.
 - 15 questions focus on platform usage, pain points, and feature preferences.
 - 1 question to join our Member Pool.
- **Outlook** was used to send out the survey.
 - 1 email and 1 reminder.

Target Group

- **REALTOR.ca Members** who have **logged in** to the Member.REALTOR.ca App/ Web in the last year (2024).
- **Sample size goal** (statistical relevance at 95%): 380 members.
- **Actual sample size** (of 7,430 members emailed): **382**.

■ Research Plan

To guide the direction of our research, we created **hypotheses** to test. These hypotheses help us understand user behaviors and validate assumptions, where H1 represents the hypothesis we are testing, and H0 establishes that there is no relationship.

H1: Members who use the **Web platform** find it **easier to access and manage information** due to better **optimization** and **functionality**.

H0: The Web platform does not significantly improve information access compared to the App or MLS system.

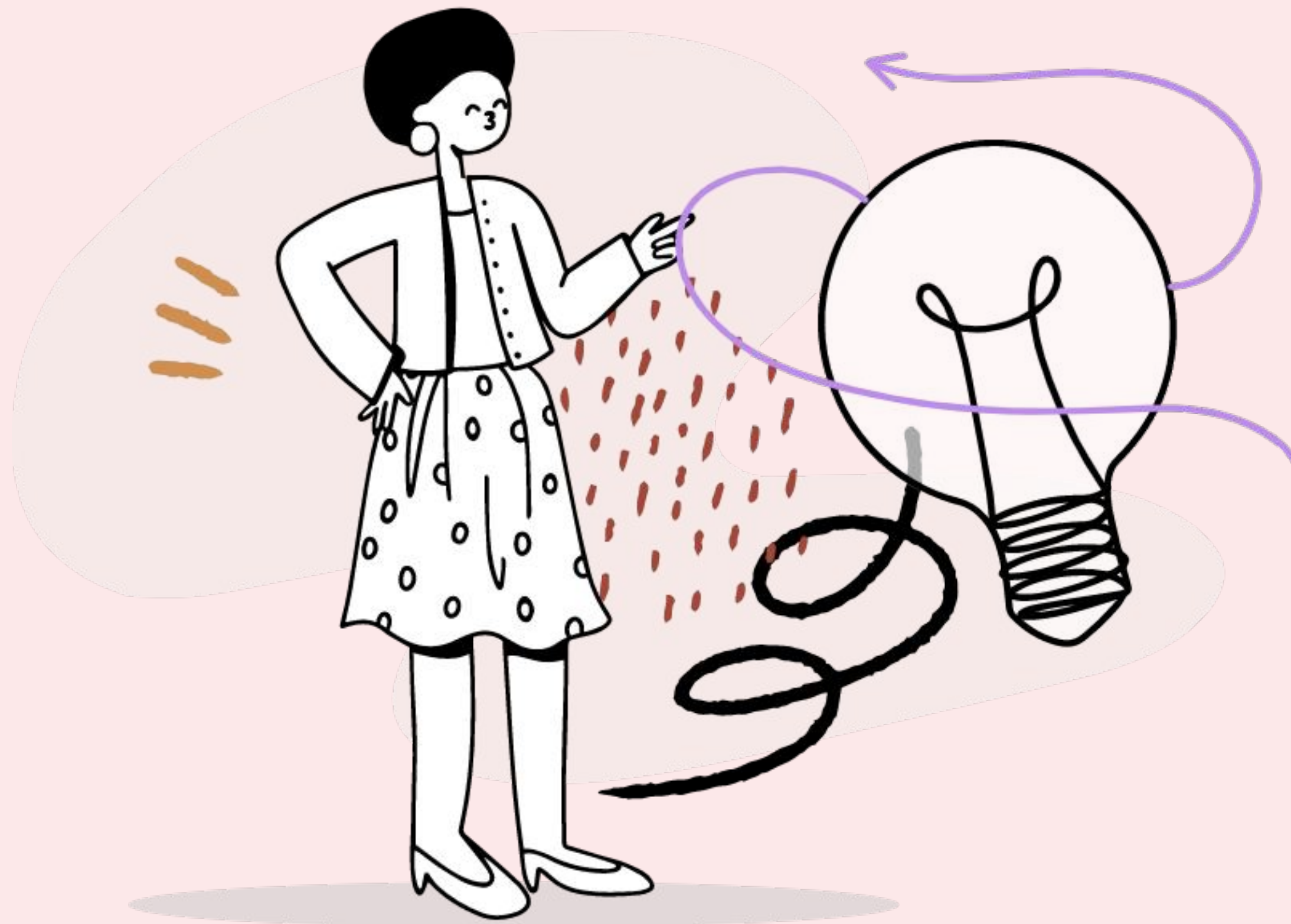
H2: **The App** effectively **serves members** due to **key on-the-go features**.

H0: There is no difference in the ease of accessing listing stats between the app and the web.

H3: **MLS combined with Listing Stats** lack **key functionalities** (such as email leads) that agents need.

H0: The combination of MLS and Listing Stats provides sufficient value and includes all essential functionalities for agents.

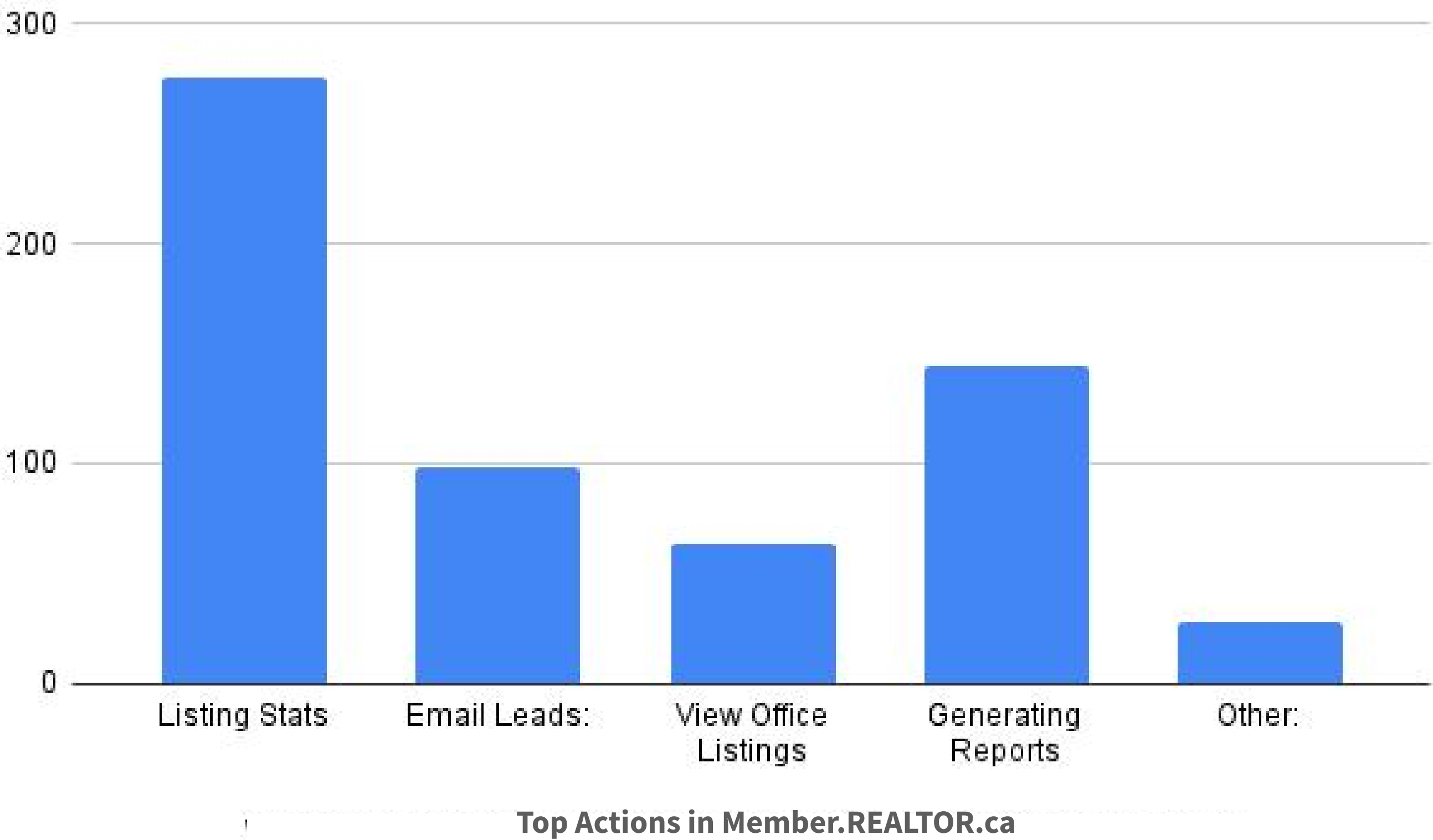
■ Results



Research Results

Understanding Member Feedback: Survey Highlights

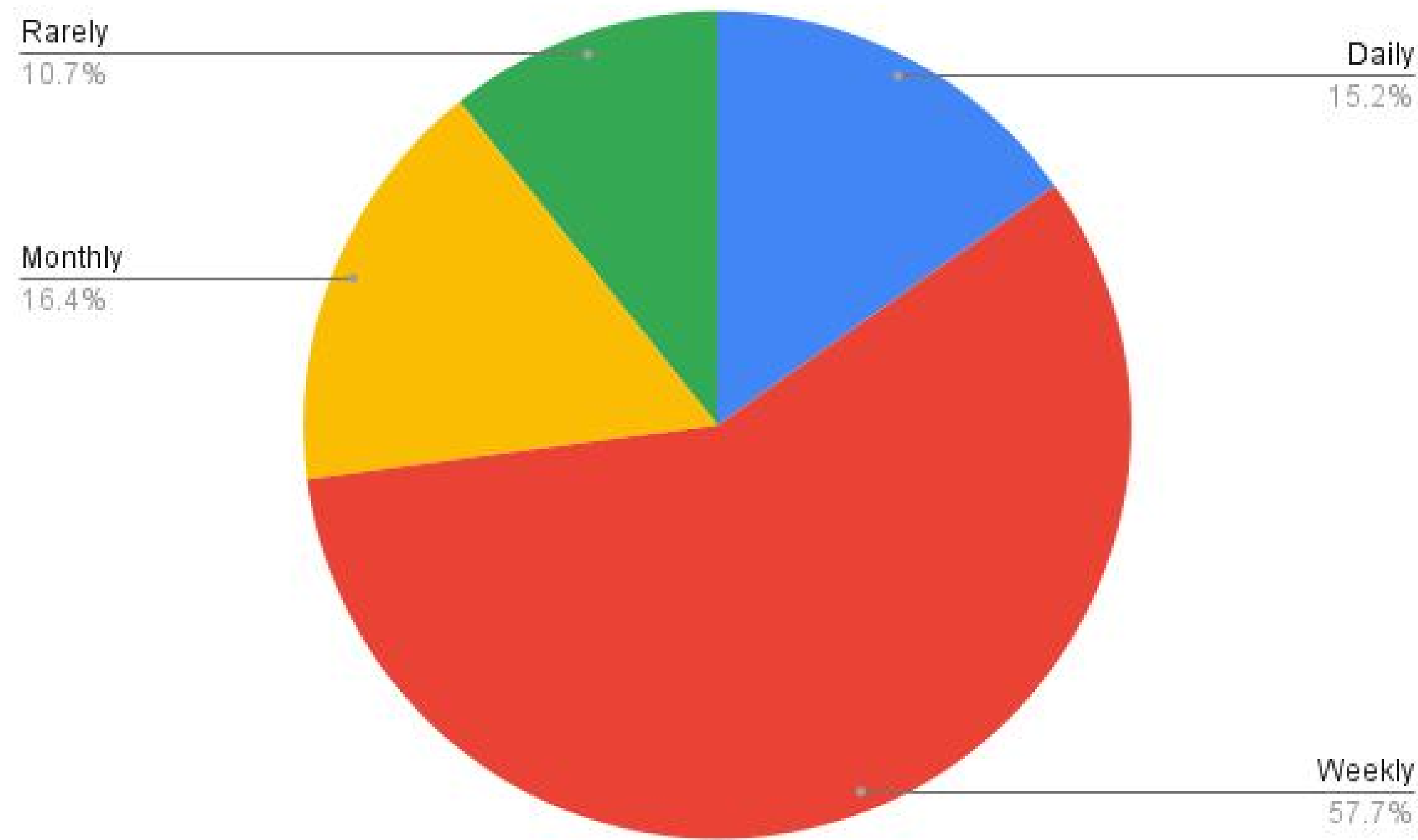
What do you typically use Member.REALTOR.ca for? (Select all that apply)



Of 382 participants

The data reflects a **strong emphasis on data analysis and reporting capabilities** within Member.REALTOR.ca, with users relying on it primarily for **listing statistics** and **report generation**.

How frequently do you use Member.REALTOR.ca?

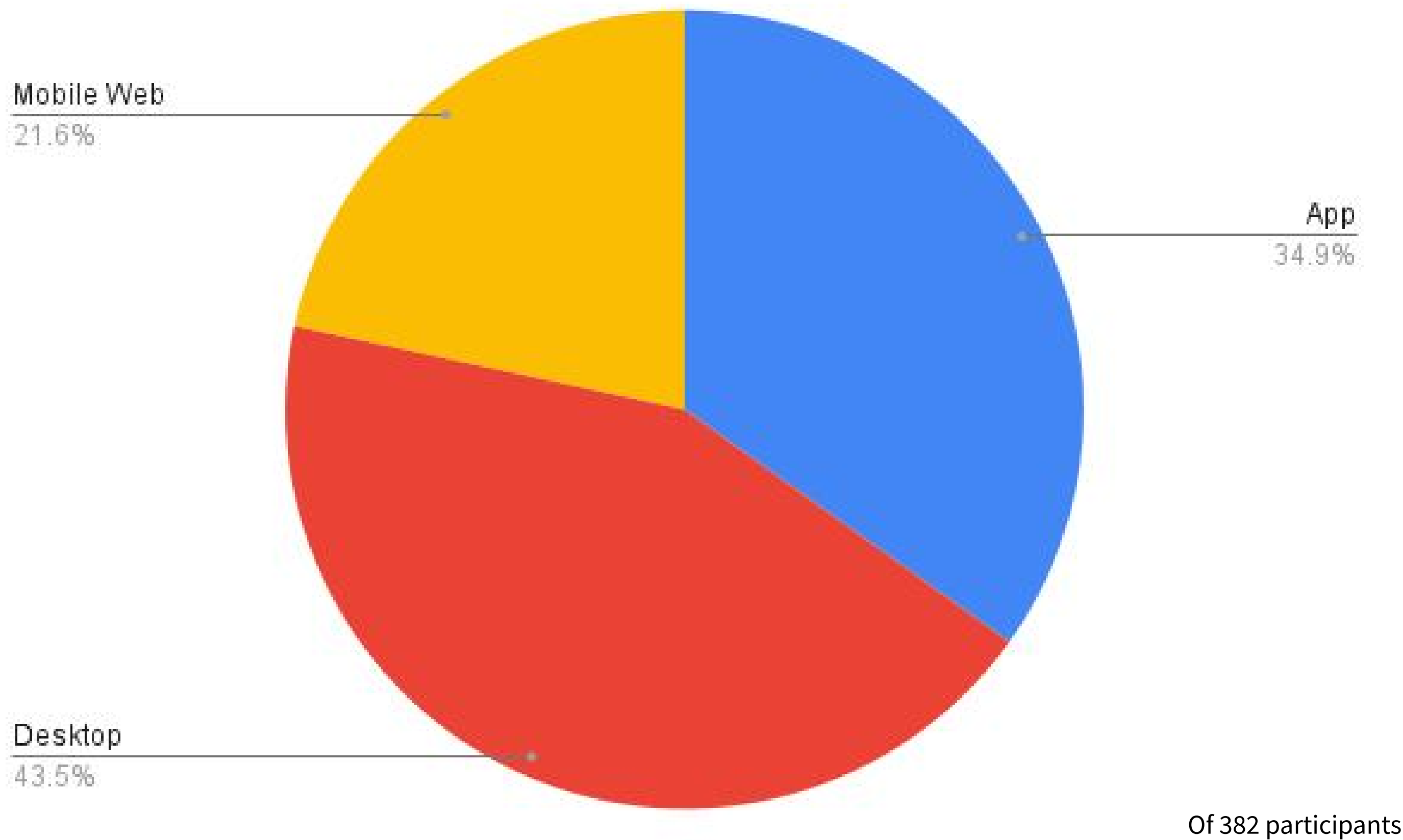


Of 382 participants

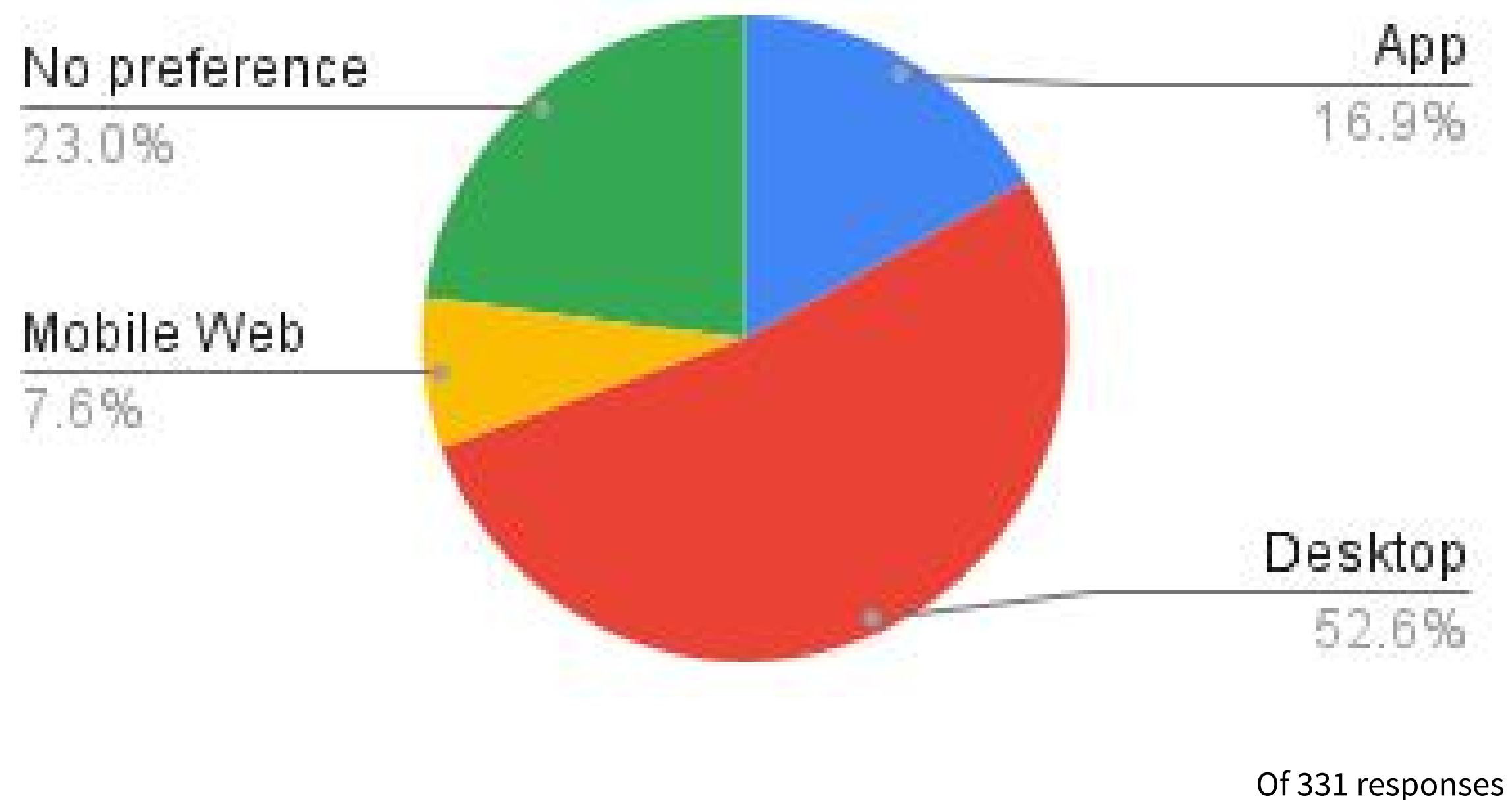
More than half the members who have logged into the past year of 2024 (in this sample) report using this platform **weekly**.

Which device do you typically visit Member.REALTOR.ca on? (Select all that apply)

Most members are using **Desktop** but there is a **significant usage of the App**, followed by Mobile Web.



Results



Analyze: Preferences & Usage Patterns

If applicable, do you have a preference for one device over the other?

The desktop **website is the most popular choice among members, followed closely by the REALTOR.ca **app**, with the mobile website coming in third.**

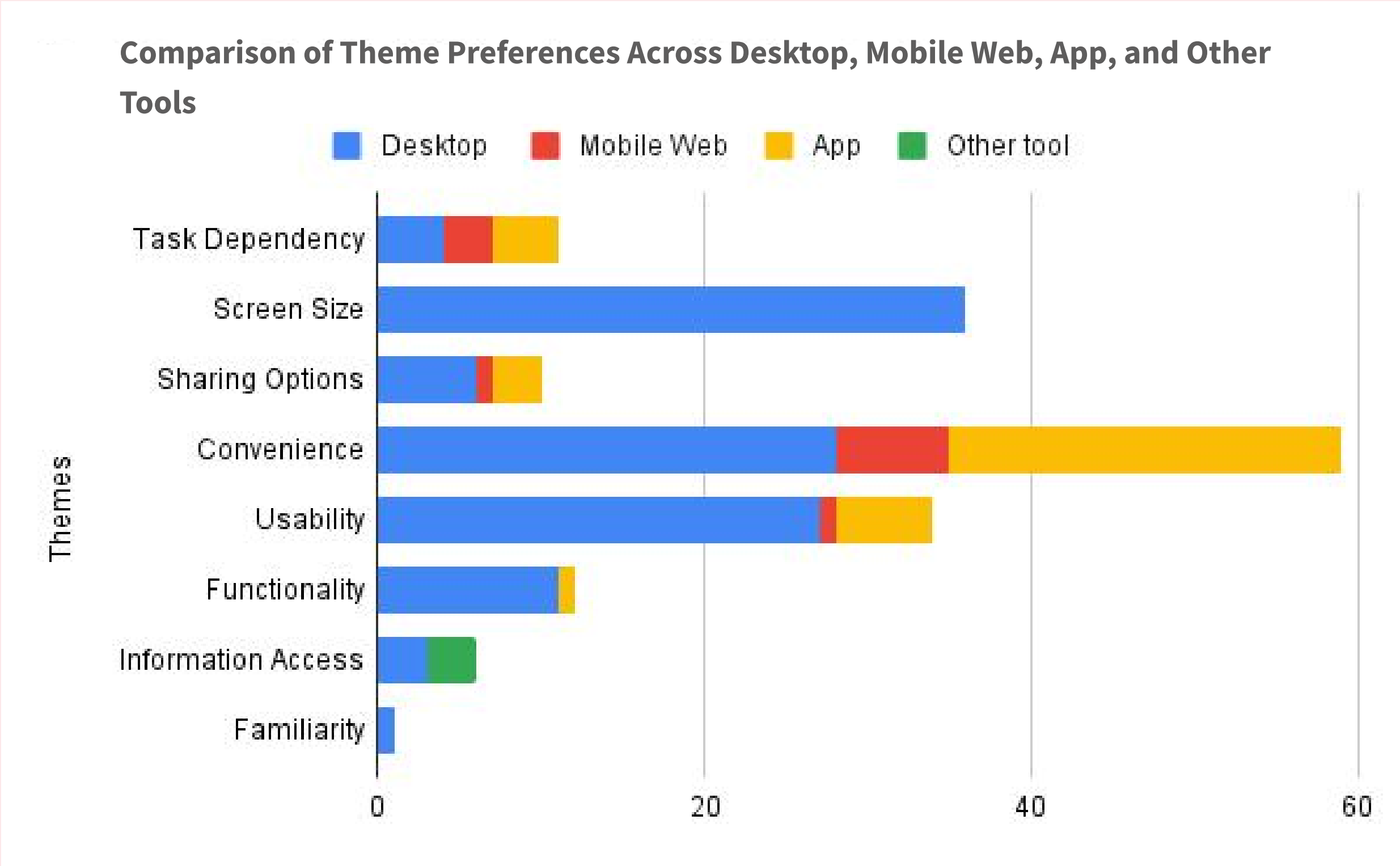
Additionally, a fair number of members express **no preference for a specific device, indicating a slight balanced usage across platforms.**

■ Results

If you have a preference for one device over the other, please share why:

Members prefer the **desktop for **detailed viewing** and **integrating** into their **workflow**, while the **app** is convenient for **on-the-go use**. Other tools mentioned were complimentary like MLS for additional information.**

Analyze: Preferences & Usage Patterns



Of 382 responses

Preferences & Usage Patterns

Although there is evidence of multi-device usage, the **Desktop** is the **overall preferred device**, especially for in-depth tasks and workflow integration, while the app is praised for on-the-go access. We can **confirm** our **first hypothesis** that members prefer to use desktops to manage reports due to the larger screen size and easy workflow integration. However, there is **no strong evidence** supporting our **second hypothesis** that the App is strongly preferred for its own features.

H1: Members who use the **Web platform** find it **easier to access and manage information** due to better **optimization** and **functionality**.

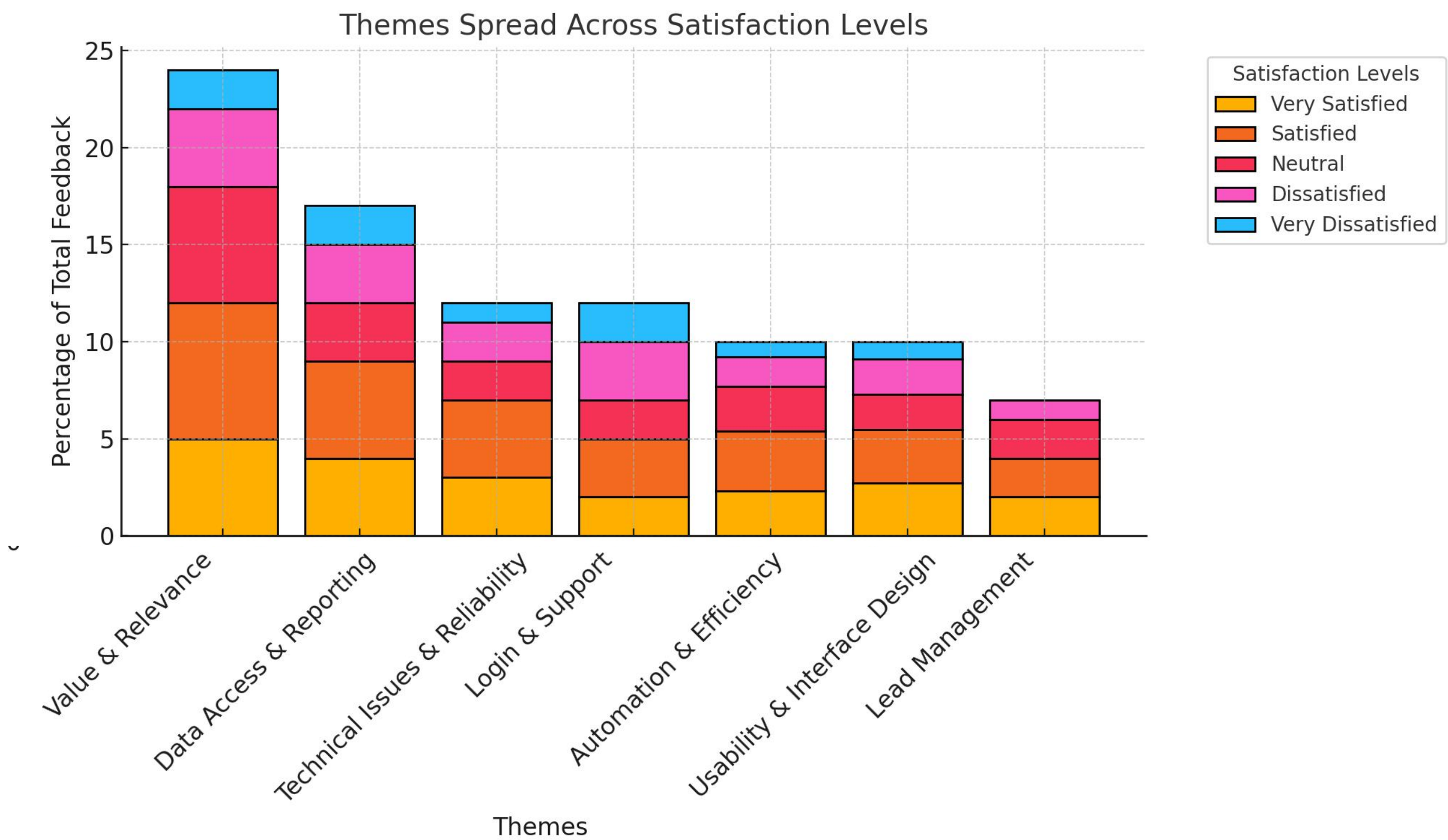


H2: **The App** effectively **serves members** due to **key on-the-go features**.



Overall, how satisfied are you with Member.REALTOR.ca?

Overall satisfaction levels are between “Very Satisfied” (42%) and “Somewhat Satisfied” (45%).



However, despite the generally positive satisfaction levels, **demand for improvements** and enhancements to the platform were present across all levels, indicating that **even satisfied users see areas where the platform could be better**. The percentages in the following section are based on the responses from all 382 participants in the survey.

Value & Relevance (24%)

Members feel the platform is secondary to other systems and lacks significant utility for their daily workflows.

They expressed the platform is:

- **Not critical for daily work**, with other tools like board systems or CRMs playing a more central role & offer more **competitive** data ex. House Sigma:
 - Publish sold data like competitors.
 - More granular analytics.
- **The lack of integration with MLS**, or board tools, which would improve its utility.
- **Perceived as basic** with limited features that don't go beyond meeting basic expectations; **Members feel the platform has untapped potential** to provide more robust and meaningful tools.

"It's a great public tool but isn't really essential for daily real estate work. Our own board system is our key tool, Paragon in our case."

Data Access & Reporting (17%)

Members expressed a high need for the platform to improve in multiple areas.

They shared the following improvements needed:

- **Flexible and reliable data management:** Longer historical access, customization reports/ graphics, combining data from multiple boards, and consistent, ‘error-free’ stats.
- **Efficient reporting:** Tools for exporting, batch printing, and more personalized insights.
- **Better data presentation:** Visual tools and detailed traffic analytics to better support clients.

“I wish you could search the stats of your listings by date range (custom). Not just “last 7 days” and “last 30 days.”

Technical Issues & Reliability (12%)

Persistent glitches and inconsistencies in the platform are a major frustration, affecting trust in the data and functionality.

They shared the particularly in **Mobile Web** and **App**:

- **Listing statistics often appear “glitchy”:** Total hits drop unexpectedly and then correct themselves later- causing confusion for both agents and their clients.
- **Errors in functionality/ slow performance:** Common frustrations with the App and Mobile web not loading listings or limited functionalities.

“The functionality is by far better from my desktop. I find the app difficult to navigate and it doesn't always work.”

■ Results

Login & Support (12%)

The combination of technical **barriers to SSO login** and **insufficient training** creates a **steep learning curve** for many members, especially **newer ones**.

“The log in is a pain! So I use house sigma when I need to look something up quickly.”

Automation & Efficiency (10%)

Automating repetitive tasks like **weekly reports** and **efficient feedback distribution** is a recurring request for saving time and effort in **Desktop users**.

“I would be extremely satisfied if it just gave me one report in total for the different boards I am in without having to log into each board and send 2 different reports.”

Identify: Pain Points & Areas of Improvement

Usability & Interface Design (10%)

Members state the **Desktop design** as ‘**busy looking**’ and the **App** focused more around **functionality issues**.

“Clunky interface; could be more user-friendly.”

Lead Management (7%)

Members want meaningful lead details, such as **viewer profiles or favorites**. This is due to leads **lacking qualifying information** and agents **requiring more actionable insights** from leads.

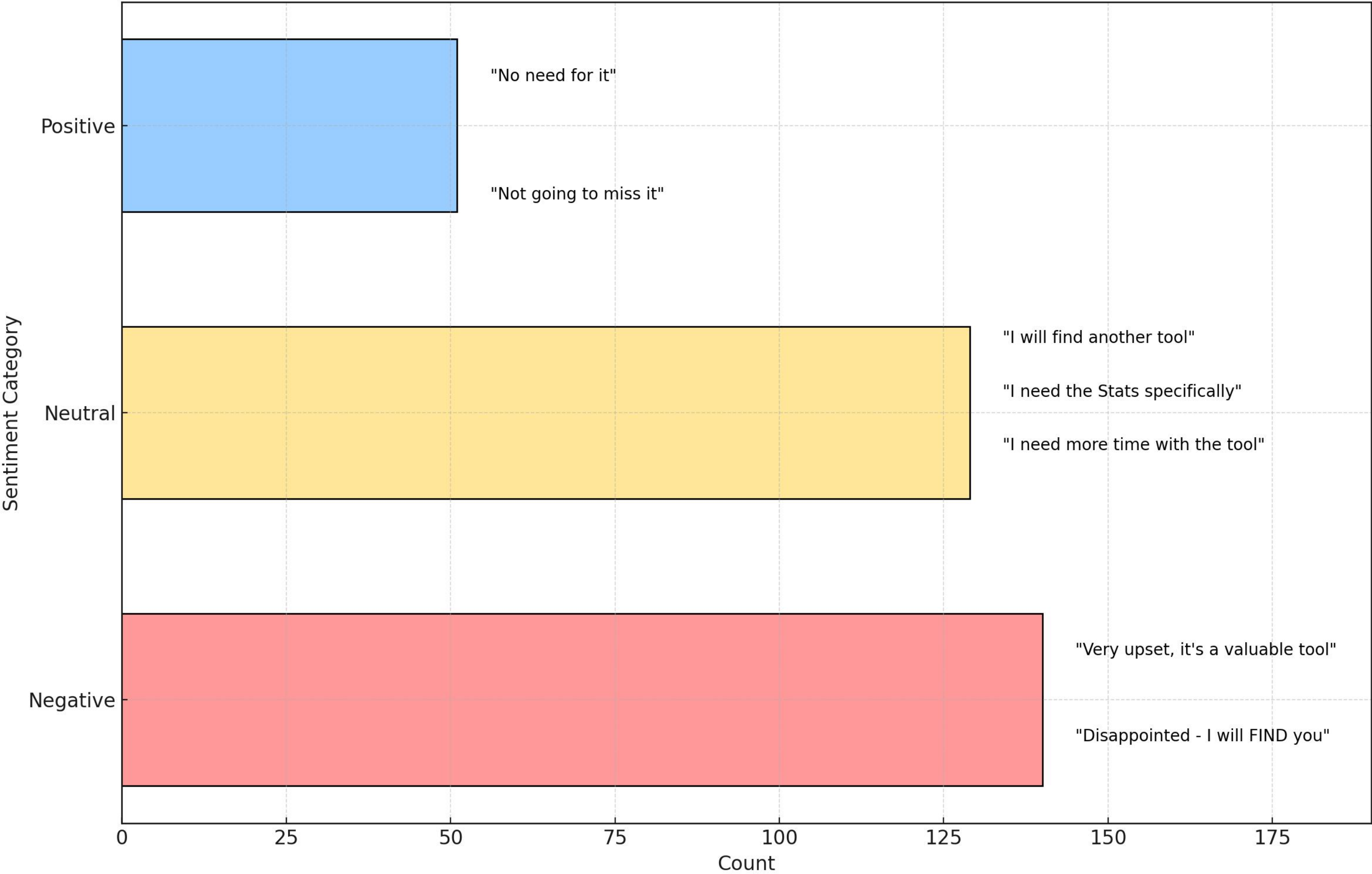
“Hi would be extremely satisfied if the Leads indicated wanting more than just information.”

Pain Points & Areas of Improvement

Members are demanding **enhanced data on the Member.REALTOR.ca platform, often turning to **competitors** like House Sigma for **more functional reports and analytics** or turn to their **MLS systems** for their **daily work**. Members seek a solution for **customized, robust reporting** with **detailed analytics** to support their reporting needs and client responses.**

If we were to discontinue the Member.REALTOR.ca platform, what would be your thoughts or concerns?

Member Sentiment on the Value of MEMBER.REALTOR.ca



Of the **320 responses** (excluding N/A or blank), members expressed **strong negative sentiments** on removing the product because **listing statistics, auto-report feature and email leads** are highly valued.

Conversely, an **almost equal number** of members were **neutral** on removing the product. Members were concerned about where they would get their **listing statistics**, particularly those **not available on their board**, indicating the need for a **replacement tool**.

Positive responses indicated they wouldn't miss the platform, which were less frequently stated.

Value Proposition

Members have a strong need for effective **communication with clients and robust **reporting**, as these are crucial for their business and client relationships. The highest value lies for Member.REALTOR.ca in providing **quality, reliable and transparent listing statistics**, that exist both on and off their boards.**

H3: MLS combined with Listing Stats lack key functionalities
(such as email leads) that agents need.



Integration with MLS

Possible benefits:

- **Integrating the Listing Statistics:** to build reports from MLS could be beneficial for members due to increased efficiency- particularly less log ins and already established trust with their board.
- Include **auto report generation** since this is highly valued among App users and highly requested by Desktop users.
- Some form of **lead tracking** would also be required.

Considerations:

- REALTORS trust CREA to provide tools for members, and they **could be initially disappointed** without one. There will also be a learning curve, as with anything new.
- Is functionality something to consider that would inhibit advanced reporting or analytics features?

Desktop Only

Possible benefits:

- Inclusion of **auto report generation** would greatly meet user needs rather than manual reporting each time.
- Less efforts could be potentially spent on improving or increasing features; like customizing reports or detailed analytics.

Considerations:

- Removal of the App could diminish convenience for Members who are used to communicating on-the-go.

Next Steps

1. Evaluate Integration with MLS:

- Assess the technical feasibility of integrating Listing Statistics with MLS, and the potential improvements of reporting and analytics.

2. Evaluate Desktop Improvements:

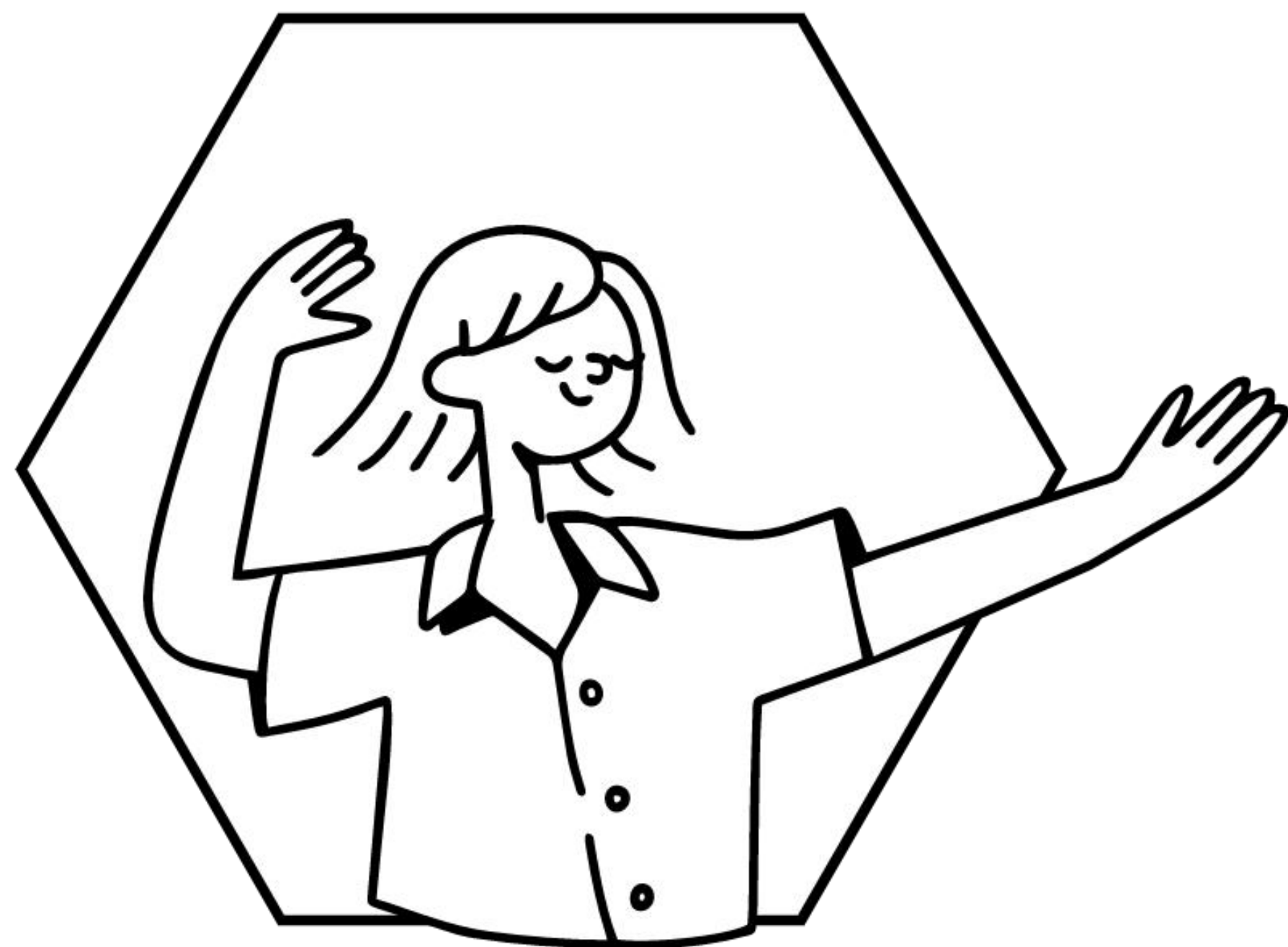
- Assess the possibility to include Auto-report generation for Desktop users.

3. Re-test

- If we can implement key features like auto-report generation and lead tracking to MLS, re-visit the question if this solution can replace both Desktop and App.
- Testing will be needed to verify the MLS-solution versus a Desktop-Only solution.

Project Learnings

- We learned Members on average have a (survey response rate) of about 5%.
- If possible, ask members after a study or survey if they would like to be part of the Member Research Pool; we had over 150 new additions!



Thank You!

Research: sweber@crea.ca



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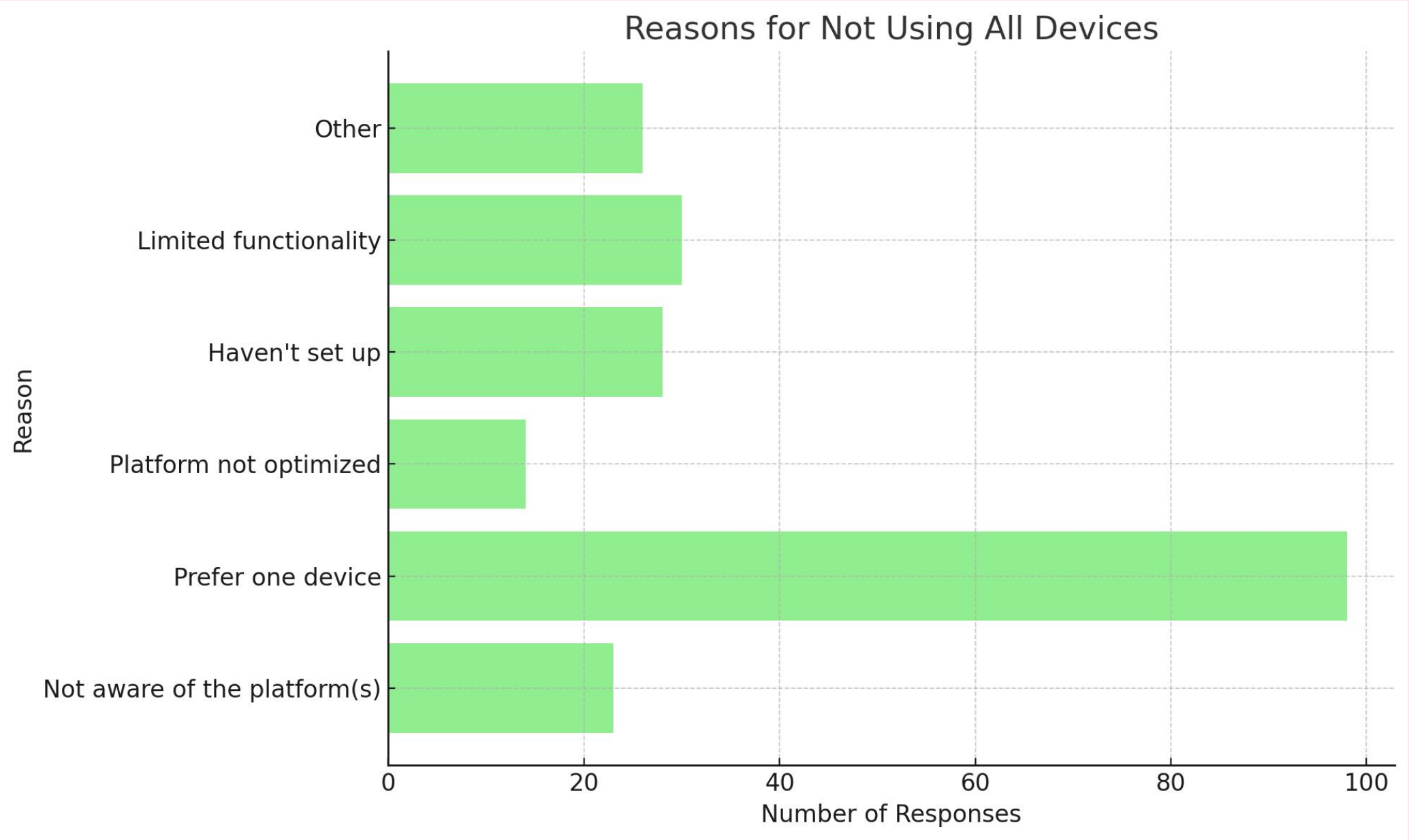
Remaining Questions from Survey

■ Results

Which device do you typically visit Member.REALTOR.ca on? (Select all that apply):

If you do not visit Member.REALTOR.ca on all your devices, could you please share the reasons why? (Select all that apply. If you selected all devices in the previous question, you can skip this one).

Analyze: Preferences & Usage Patterns



■ Results

In a typical work week, how do you incorporate Member.REALTOR.ca into your workflow?

- Weekly users: **primarily used for reporting and client communication.**
- Daily users: rely on it for **quick data retrieval and lead management.**
- Less frequent users: access it for **specific tasks like listing performance or occasional data requests.**

Analyze: Behavioral Patterns (Qual.)

Daily Workflow:

- When managing listings, it helps track performance, check market trends, and send reports to clients. Daily use is often tied to client follow-up and communication.

Weekly Workflow:

- For those who use the platform weekly, it's often part of their regular update cycle. This includes keeping up to date with the market, updating clients on listing views, preparing weekly reports, and adjusting listing strategies based on online performance.

Ad-hoc/As-needed Usage:

- Monthly or occasional use typically involves tasks such as viewing office listings for clients or accessing data during low-activity periods.