

Primary Challenges	% Response
Time management	12%
Lead management; prospecting; getting quality leads; contact management	11%
Unethical agents or unprofessional agents	11%
Competition with larger companies, Zillow-like intruders, Reality TV, mega brokerages; 1% listing companies	8%
Uneducated agents	6%
Low inventory	6%
Change in laws, keeping track of changes, no consistency across states	5%
Lack of inventory	4%
Unreasonable/knowledgable clients	4%
Client management, clients not following through with pre-approval; consistent flow of good clients	3%
Electronic keybox system; need consistency; agents leaving houses unlocked	3%
Non-responsive agents; not getting time feedback	3%
Making money; money management; stress	3%
Advertising – what works; consistent use of social media	2%
BrightMLS	2%
Home inspection issues; too many inspectors; inspectors overstepping their bounds	2%
Mismanagement of listings; losing listings	2%
Settlement/mortgage issues	2%
Keeping up with Technology	2%
Education	1%
Expense to maintain membership	1%
Getting started as new agent	1%
Ineffective committees	1%
Learning the county	1%
Maintaining CE across states	1%
Market watch	1%
More commercial listings	1%
More evening classes	1%
Negotiating contract compliance	1%
Prioritizing pictures	1%
Property issues; repairs not being able to be done; i.e. septic	1%
Safety	1%
Unavailability of legal resources	1%

