

BOMA International Local Leadership Survey

Reminder: we are looking for one response per local association via the Zoomerang online survey tool at <http://www.zoomerang.com/Survey/WEB22C9TL3VEQE/>. Please use this document for discussion purposes only with your board. Completed surveys are due by May 27.

1. Consolidation among real estate firms and its impact on membership and participation is one of the key challenges facing BOMA local associations and BOMA International. Do you agree with this statement?
 - a. Yes
 - b. No
 - 1a. If Yes, what is your local doing to address this issue?

2. What do you think BOMA International should be doing to address this issue?

3. Local associations are doing an excellent job in retaining their members, but are having difficulty attracting new members, particularly young professionals. Do you agree with this statement?
 - a. Yes
 - b. No

4. In what ways has your local board contemplated increasing membership? (check all that apply)
 - a. Recruiting in special niches (i.e., medical office, financial buildings, corporate facilities/headquarters, etc.)
 - b. Recruiting in other industry sectors (retail, industrial, hospitality, multi-family).

- c. Recruiting additional job functions beyond property managers (leasing agents, property accountants, building engineers, asset managers).
- d. Recruiting young professionals who already work in the industry.
- e. Recruiting student members.
- f. Recruiting additional Associate members
- g. Other_____

4a. For the choices you selected above, please use this space to specify what niches, industries, sectors, job functions or other membership targets your local is pursuing.

5. What should BOMA International do to assist you in recruiting new members?

6. How is the perception of your dues compared with similar or competing industry associations in your market? BOMA dues are:

- a. Much Lower
- b. Slightly Lower
- c. About the Same
- d. Slightly Higher
- e. Much Higher

Comments:

7. How do your service levels and offerings compare with similar or competing associations in your market? BOMA service levels/offerings are:
 - a. Higher service levels, more offerings
 - b. Lower service levels, fewer offerings
 - c. About the same service levels and offerings

8. Does your local CRE network consider BOMA to be a better return-on-investment in a comparison of dues paid and services rendered versus similar or competing associations in your market?
 - a. Yes
 - b. No

Comments:

9. Association staffs and boards are spending more time on administrative activities, though staffing levels have not increased (and may have decreased). What percentage of your local board's/BAE's time is spent on administrative functions?
 - a. Less than 10%
 - b. 10 to 25%
 - c. 25% to 50%
 - d. More than 50%

- 9a. How could BOMA International assist you to reduce time/cost of administrative functions?

10. What are the three largest threats/concerns/challenges facing your local?

- 1.
- 2.
- 3.

11. How can BOMA International improve the services you receive from them? Are there any services you would eliminate?

12. If budget constraints were not a factor, what would you like your local to do that it currently is not doing?

Space for additional comments