

GLAR Engage 360

Local Leadership Outreach Assignment

Purpose of the Assignment

As a GLAR volunteer leader, this is an opportunity to help shape the future of our Association by bringing real member feedback into leadership discussions. This outreach will help us:

- Identify emerging market trends
- Understand real-time business challenges
- Increase awareness of GLAR's value
- Inform Strategic Planning and Board discussions

Your Assignment

- Meet with 3 GLAR members by [INSERT DEADLINE]
- Please ask the questions below and ask the interviewee to fill out the PDF questions as you are talking
- In-person meetings are encouraged (coffee, office visit, etc.), but phone/Zoom is acceptable if needed. If you are doing a phone/Zoom - we will provide you with a link to the form for the interviewee to fill out online as you are talking
- Who to Connect With (Suggested):
 - **"Dues-Only" Members (not actively engaged)**
 - **Minimally engaged members**
 - **Top producers / team leaders**
 - **Managing brokers / office managers**
 - **Part-time REALTORS®**
 - **High-profile or emerging agents**

After Each Meeting

- Complete the interview recap form:
<https://www.cognitoforms.com/GreaterLosAngelesREALTORS1/GLAREngage360InterviewRecapForm>
- Provide the interviewee answer PDF to _____ at GLAR
- Your feedback will be compiled into a report to:
 - Identify trends and patterns

- Highlight member pain points
- Surface innovation opportunities
- Guide future programming, advocacy, and strategy
- This is a great opportunity to amplify the voice of our membership and directly influence GLAR's direction.

Thank you all for your leadership and participation!

Interview Questions

(Please ask the questions below, ask your interviewee to fill out the PDF Doc as you are talking)

Perception & Awareness

1. When you hear "Greater Los Angeles REALTORS®," what immediately comes to mind? *
2. If a new agent asked you what GLAR does, what would you tell them? *
3. Do you feel connected to GLAR as your local Association? Why or why not?

Value & Business Impact

5. Do you feel GLAR supports your business? In what ways?
6. Which GLAR services, programs, or resources do you actually use?
7. Are there any GLAR offerings you believe are underutilized or not well communicated?
8. If GLAR disappeared tomorrow, what would you miss - if anything?

Market & Industry Trends

9. What are you experiencing right now in the Greater LA market that leadership should know about?
10. What is your biggest business challenge in Los Angeles County right now?
 - Inventory?
 - Affordability?
 - Local regulation?
 - Tenant/landlord laws?
 - Client expectations?
 - Technology disruption?
11. How are local city policies impacting your business?
12. Are there local issues you feel GLAR should be more vocal about?

Engagement & Involvement

13. What has kept you from becoming more involved at GLAR?

14. What would make attending a GLAR event or committee meeting worth your time?

Communication & Transparency

17. Do you understand how your local dues are used?

18. How do you prefer to receive communication from GLAR?

- Email
- Text
- Social media
- Office visits
- Broker presentations

19. Are our communications clear, relevant, and valuable to you?

20. What is one thing GLAR could communicate better?

Innovation & Future Focus

21. If GLAR could create one new program, service, or benefit that would directly impact your bottom line, what would it be?

22. What kind of local training would actually move the needle in your business?