

Is RMLS™ a Good Value? Subscriber Satisfaction Survey Results

This week, we conclude our series featuring subscriber feedback gleaned from fall's Subscriber Satisfaction Survey. (Check out our earlier posts: [How Are We Doing?](#), [How Do You Interface with RMLS™?](#), and [How Do You Get Trained?](#))

RMLS™ strives to provide great value. In fact, our trainers find that many subscribers aren't fully aware of the breadth of features available on RMLSweb. Lead trainer Gerry Chasse explains:

One principal broker I recently met put it succinctly: "most agent brokers log on to RMLSweb to learn the few functions they need to gather information for a client, never discovering the multitude of other useful tools this website provides."

Our Subscriber Relations Representatives, Trainers, and Help Desk personnel repeatedly mention surprised reactions from subscribers, who exclaim "wow!" and "I didn't know you could do that—is that something new?" when one or several of these tools provide a quick, informative, and efficient solution to a long-standing problem or question. Subscribers who continually examine the various parts of the website and educate themselves about the latest upgrades or changes are those who have the market advantage.

If you'd like to find out more about the capabilities of RMLSweb, check out offerings on the RMLS™ training calendar.

On to the survey...

How would you rate the overall value of the services you

receive from RMLS™?

Overall, RMLS™ subscribers rated us a 3.9. Interestingly, the number of 3 and 5 ratings were tied at 738, and there was a strong amount of 4s (525).

Subscriber comments:

- *"Without RMLS™ I could not do my job! Plain and simple."*
- *"Nothing is perfect! And for the most part this is very good, in my opinion."*
- *"I appreciate the Open House hours that you have. The one time that I signed up for a three hour class and I was to only one that showed up. I received personal one-on-one training and learned a great deal. She could have cancelled the class, but did not and that brought my attention to how grateful I am to have the RMLS. Keep up the good job!"* [Ed. Note: Open House hours are at our Portland office each Friday from 10am-Noon.]
- *"Thank you...I know pleasing all of us is not easy."*
- *"My biggest complaint is RLMS not staying current with technology. There are lots of brokers using Apple products and smartphones with bluetooth. It's time to address compatibility issues with Apple and switch to bluetooth lockboxes."*
- *"I find the other websites to be more user friendly and have much higher profiles in search engines than RMLS. I'd like to see it be a marketing tool to advertise to clients as opposed to just an information exchange between agents with the funky rmls.com site for our clients."*
- *"I practiced real estate in California and the dues you charge are a fraction of what it costs to be part of the MLS there."*
- *"I appreciate the fact that RMLS™ keeps trying to improve. As I mentioned above, I am personally looking for things which work well, not more things."*
- *"I wish all the other mls organizations would consolidate with RMLS, which the the best of the lot."*

- *“The RMLS website has to be Mac friendly, period, it must work with Safari.”*
- *“PEACE 2 U.”*

That’s it for this series. RMLS™ staff has been scrutinizing the results—subscriber feedback will be used by the RMLS™ Board of Directors to determine what projects we take on over the next year. Survey feedback impacts our work around the office every day. We sincerely hope you’ve enjoyed reading results from the 2012 Subscriber Satisfaction Survey!