

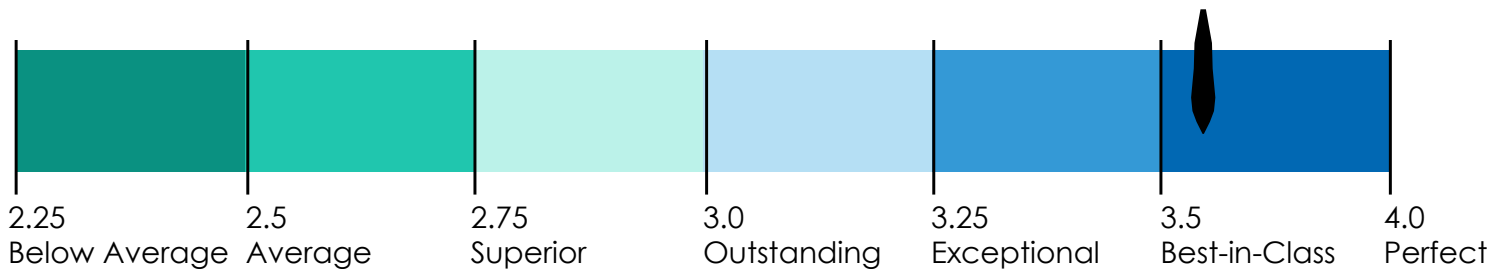
Association Scorecard

Tested and certified by T3 Sixty
in February 2019.



OVERALL PERFORMANCE RATING

The Huntsville Area Association of REALTORS (HAAR) was tested by T3 Sixty, an independent consulting firm, via a membership survey with 449 responses. Overall scoring was determined based on the cumulative score of the following five categories: Satisfaction, Direction, Leadership, Member Support and Communications along with the association's Core Service of Education, Advocacy and Connections.



Overall HAAR exceeds performance standards for each of the five categories analyzed and qualifies to receive the T3 Sixty Association Performance rating of:

A T3 Sixty Best-in-Class Realtor Association

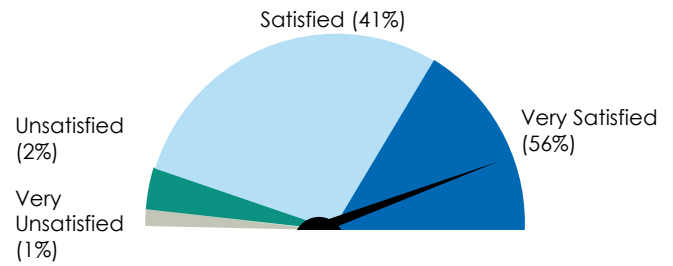
All grading according to a 4-point scale.

449 agents responded to the survey.

1 SATISFACTION

Members were asked to rate their overall satisfaction with the organization's performance.

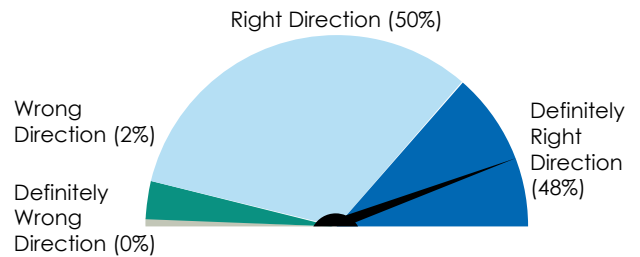
Satisfaction Score: 3.51 (Best in Class)



2 DIRECTION

Members were asked to assess the direction of the organization based on the performance over the last year.

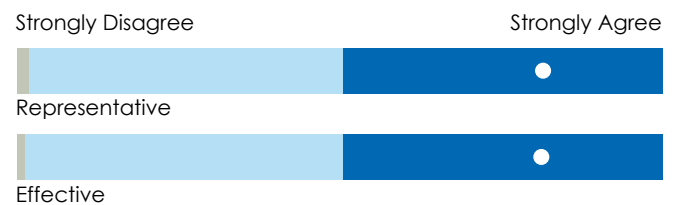
Direction Score: 3.45 (Exceptional)



3 LEADERSHIP

Members were asked to rate the organization's Board of Directors and Executive Officer based on their representation and effectiveness as leaders. Dots report feature score.

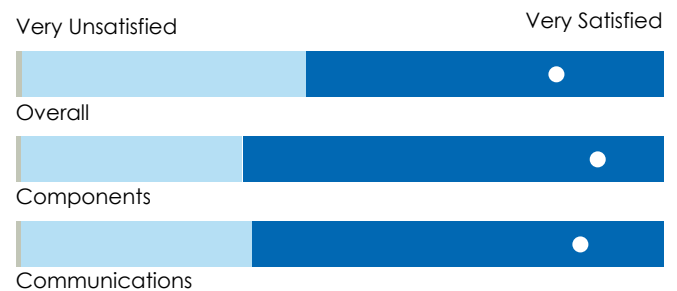
Leadership Score: 3.48 (Exceptional)



4 MEMBER SUPPORT

Subscribers rated the organization's member support for satisfaction, key service components (friendly/timely), along with communications. Dots report feature score.

Member Support Score: 3.60 (Best in Class)



5 CORE SERVICES

Members were asked to rate the organization's Core Services of Education, Advocacy and Connections based on overall satisfaction, quality, value and importance. Dots report feature score.

Member Services Score: 3.46 (Exceptional)

