



**Association Leadership  
Development Department**

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May 6, 2011

Gregory Swann, ABR, CBR, CRS, e-PRO, GRI  
Bloodhound Realty  
314 E. El Caminito Dr.  
Phoenix, AZ 85020

Dear Gregory,

Thank you for speaking at the 2011 AE Institute. This year's Institute was an enormous success and we owe a large part of that success to innovative, knowledgeable speakers like you!

Your virtual panel session was well received, and your presentation met the needs of the REALTOR® association executives. Enclosed is a comprehensive summary of your session.

Thank you again for sharing your expertise with our REALTOR® association executives.

Sincerely,

A handwritten signature in cursive script that reads 'Rebecca F. Grossman'.

Rebecca F. Grossman, RCE, e-PRO, GREEN  
Dean, 2011 AE Institute

enclosure



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**Strategic Issues and Trends 6  
Broker Trends Panel**

*123 responses*

**Facilitator: Jerry Matthews; Panelists: Joe Horning; Cathleen Smith; Greg Swann**

1. The content was well organized.....	4.3
2. The content was interesting and held my attention.....	4.4
3. The speaker was clear and to the point.....	4.2
4. The speaker was enthusiastic about the topic.....	4.4
5. Overall, the course was beneficial to me.....	4.3
6. Mean average.....	4.3

*Key: 5-excellent, 4-very good, 3-good, 2-fair, 1-poor*

**Comments:**

- Enjoyed hearing from these different views. Loved that there was a diverse panel. (11)
- I enjoyed the video conference of the panelist. Well done! The content and view points were beneficial and helpful. The video conference was an efficient use of time and allowed us to hear the thoughts of various brokers. Jerry Matthews is always a good moderator. Thank you. (11)
- Radical panel member's opinions were distracting. Greg is young and really out there. He hijacked the conversation at times and gave inappropriate comments. (9)
- Thank goodness the Tucson agent lives there, but we too have our outspoken idealist..... (5)
- I liked the radical guy, even though controversial, we need to challenge our thought process and our "association" mentality. Thanks for including him. (4)
- Loved that you brought together such a vast different panel. As someone who is very pro market and learning libertarian, myself, I enjoyed that you didn't just pick people with one political view. Thank you. (4)
- I liked the remote panel. I thought it worked well. I also can now add Vampire Economy to my vocabulary. (3)
- I felt Greg was good because of his passion. He is YPN and wants to change the status quo of where we are. The biggest challenge is reaching a compromise.
- Good session. Don't like the Skype, but great session.

- Excellent media approach and delivery. Excellent choice overall of speakers on panel. Matthews does excellent job of questions, moderating and groundwork of topic. We need different views and controversy to continue to evolve, discuss and change.
- While I understand the need to hear different models represented Greg Swann may not have been the best choice. Cathleen Smith, the most professional and well-spoken. The most thoughtful.
- Great commercial for the proposed dues increase. Session appeared canned and scripted to support agenda.
- Might have been good to get a broker from a more "rural" area or state with lots of small town rural agents.
- Good information was given to begin planning for the future of association.
- Love the honesty provided by bloodhound (Greg Swann) broker. Obviously wasn't prompted to provide canned answers with regard to our industry and local, state, national association as a whole. Perhaps adjustments/change will occur within the realtor industry if more honest perspectives were provided.
- With only three brokers on the panel, I do not think it was a good idea to include a broker who had not one suggestion of any kind for the AE audience (other than he would like to drop out of his association.)
- Jerry needs to better control speakers.