



CCAR BROKER SURVEY

Spring 2026 Report

EXECUTIVE SUMMARY

Survey feedback offers valuable directional insight that can help shape future Association programs and services. Overall, respondents expressed positive sentiment toward CCAR, and identified transaction tools, forms, legal support, market data, and advocacy as the most valuable benefits provided by the CCAR.

Biggest Challenges:

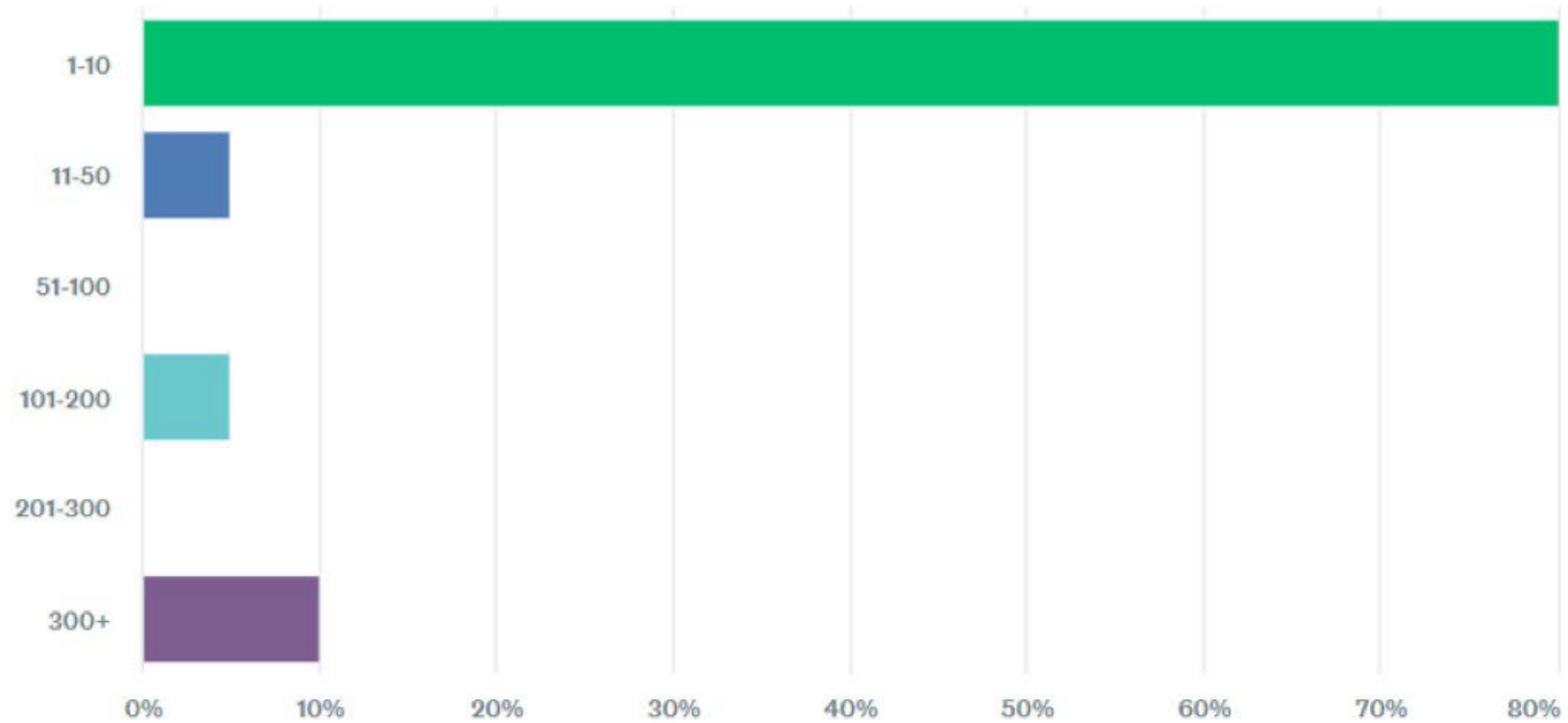
- Generating leads and finding clients
- Market uncertainty and low inventory
- Legal and compliance issues
- Keeping up with technology and AI
- Competition from larger brokerages

Top Needs:

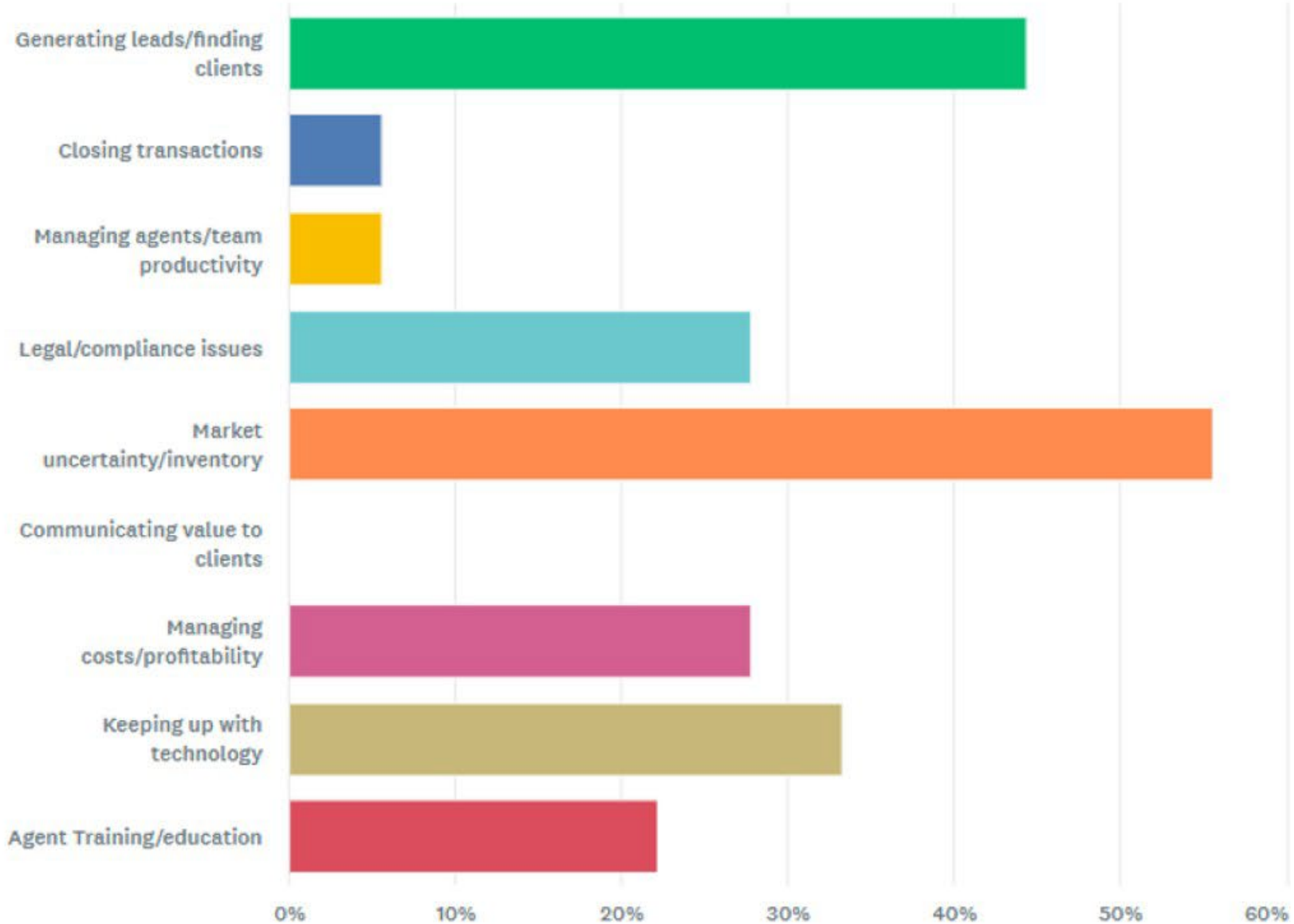
- More legal updates + risk management guidance
- More actionable market insights and local data
- Practical business resources and tools
- Training related to technology and AI
- Marketing and lead-generation support

A key takeaway from the survey is that some members are not fully aware of all the services and benefits CCAR already offers, suggesting an opportunity to improve communication and increase awareness of available resources.

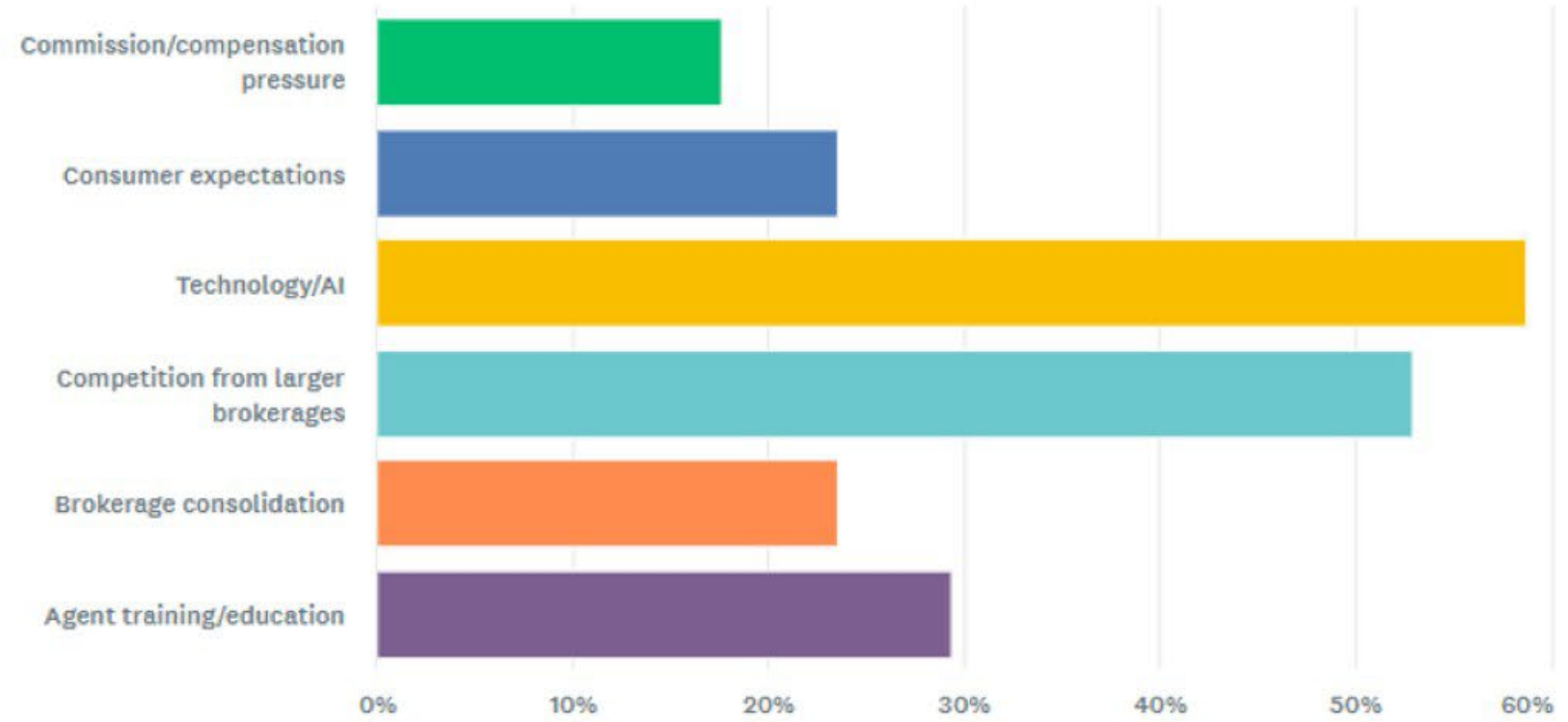
Number of agents in your brokerage:



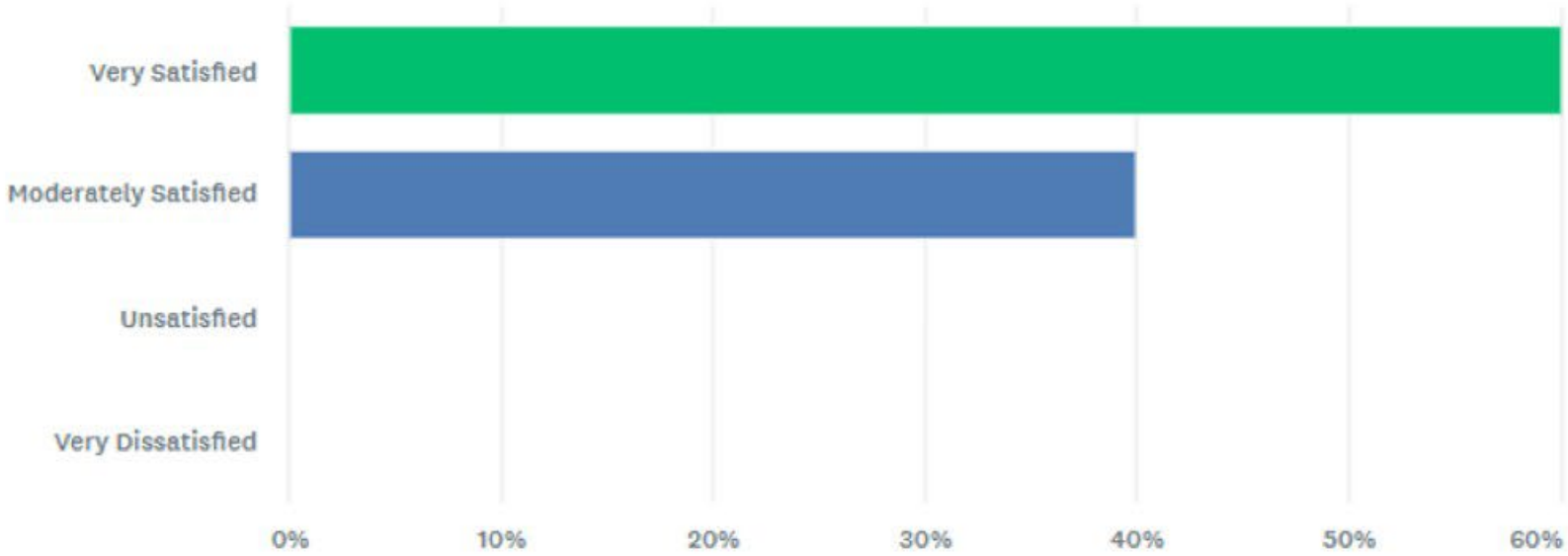
What are your biggest challenges right now? (Select up to 3)



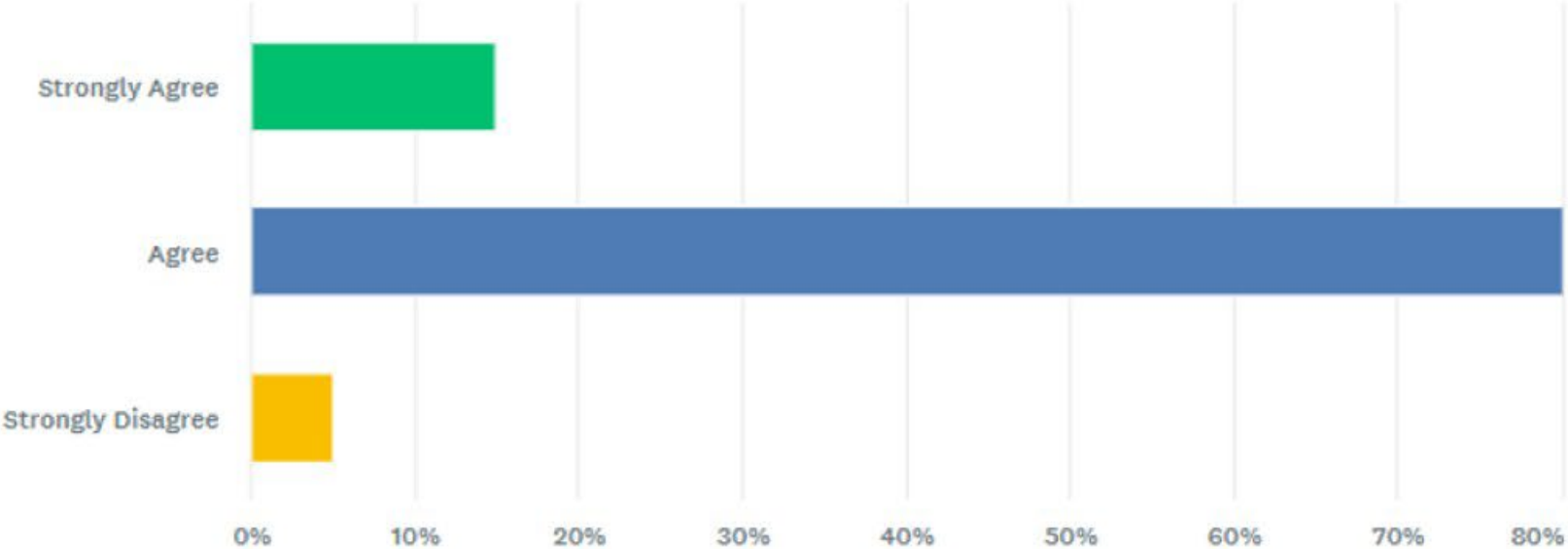
Which trends are most impacting your business (Select up to 3)



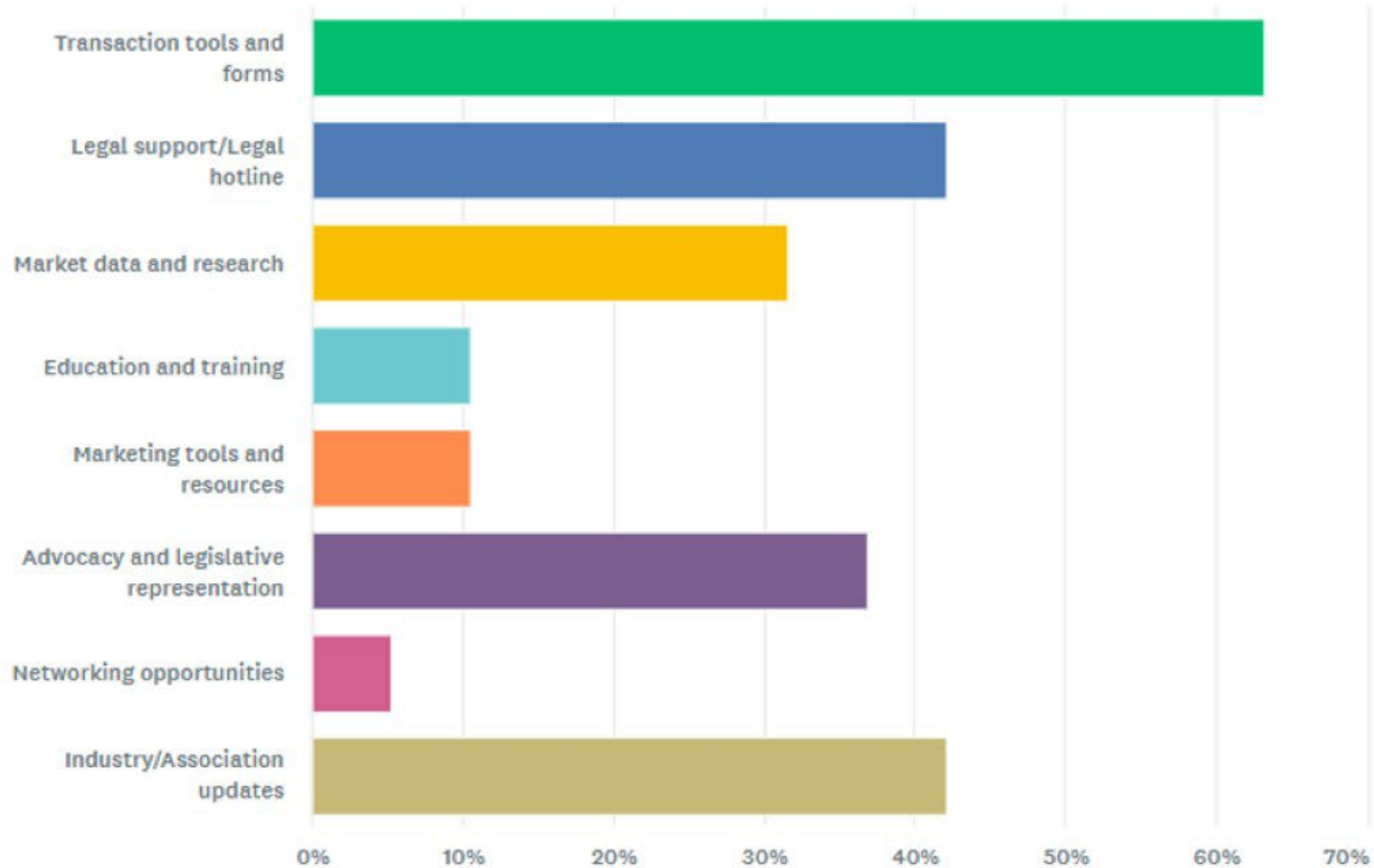
Overall, how satisfied are you with your CCAR membership?



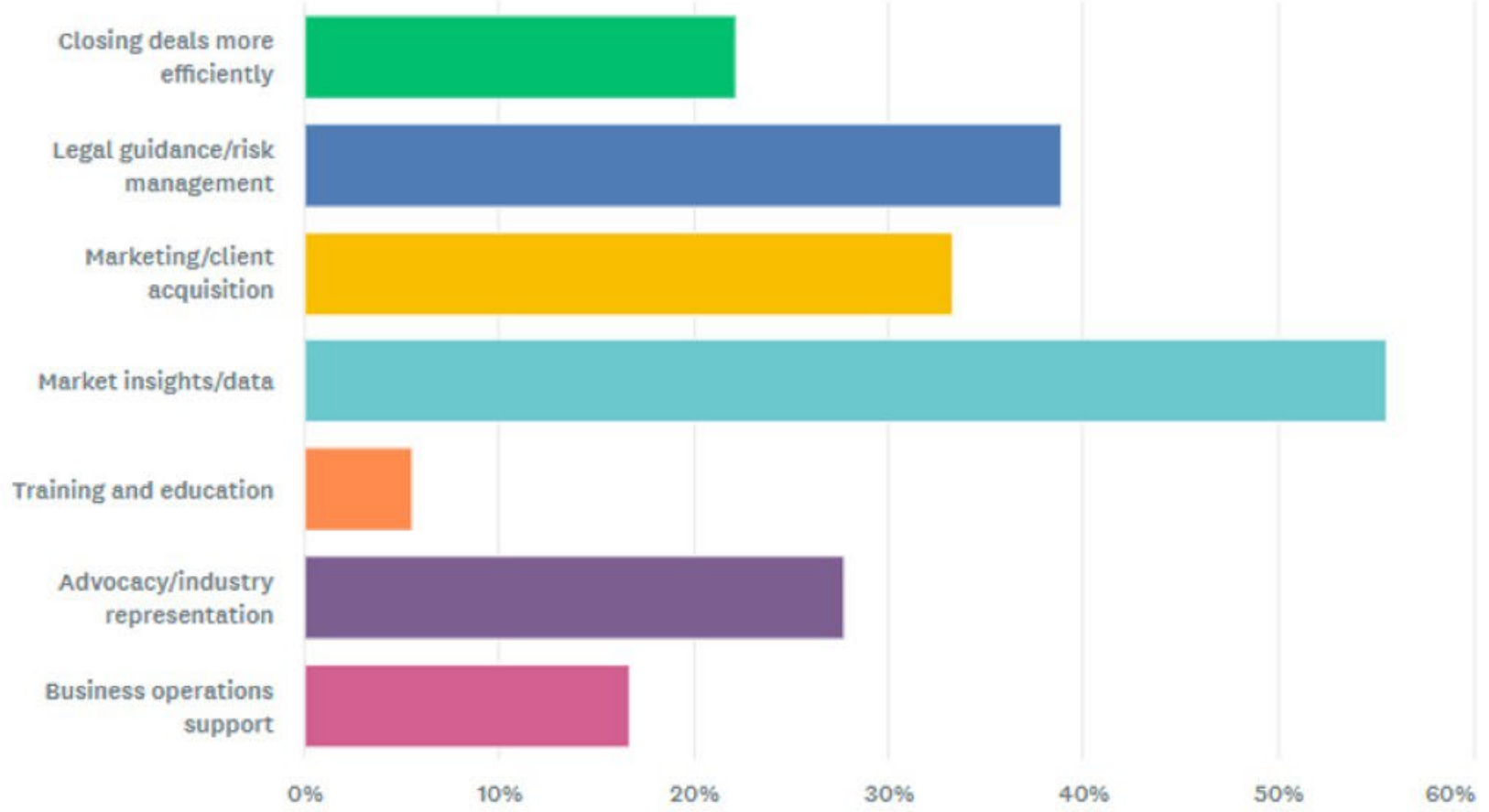
To what extent do you agree with the following statement: “CCAR helps me succeed in today’s market.”



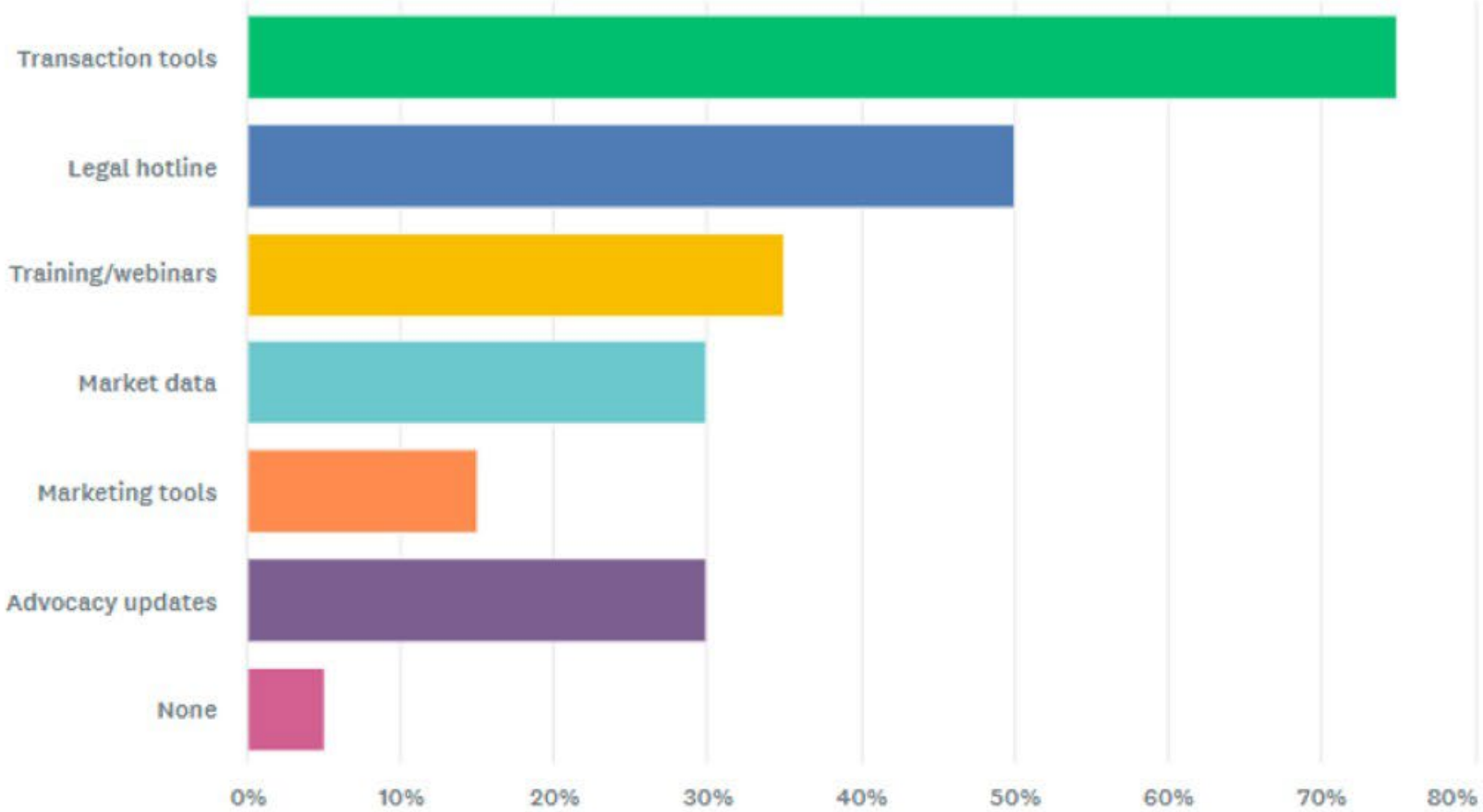
Which CCAR benefits, programs and services provide the MOST value to your business? (Select up to 3)



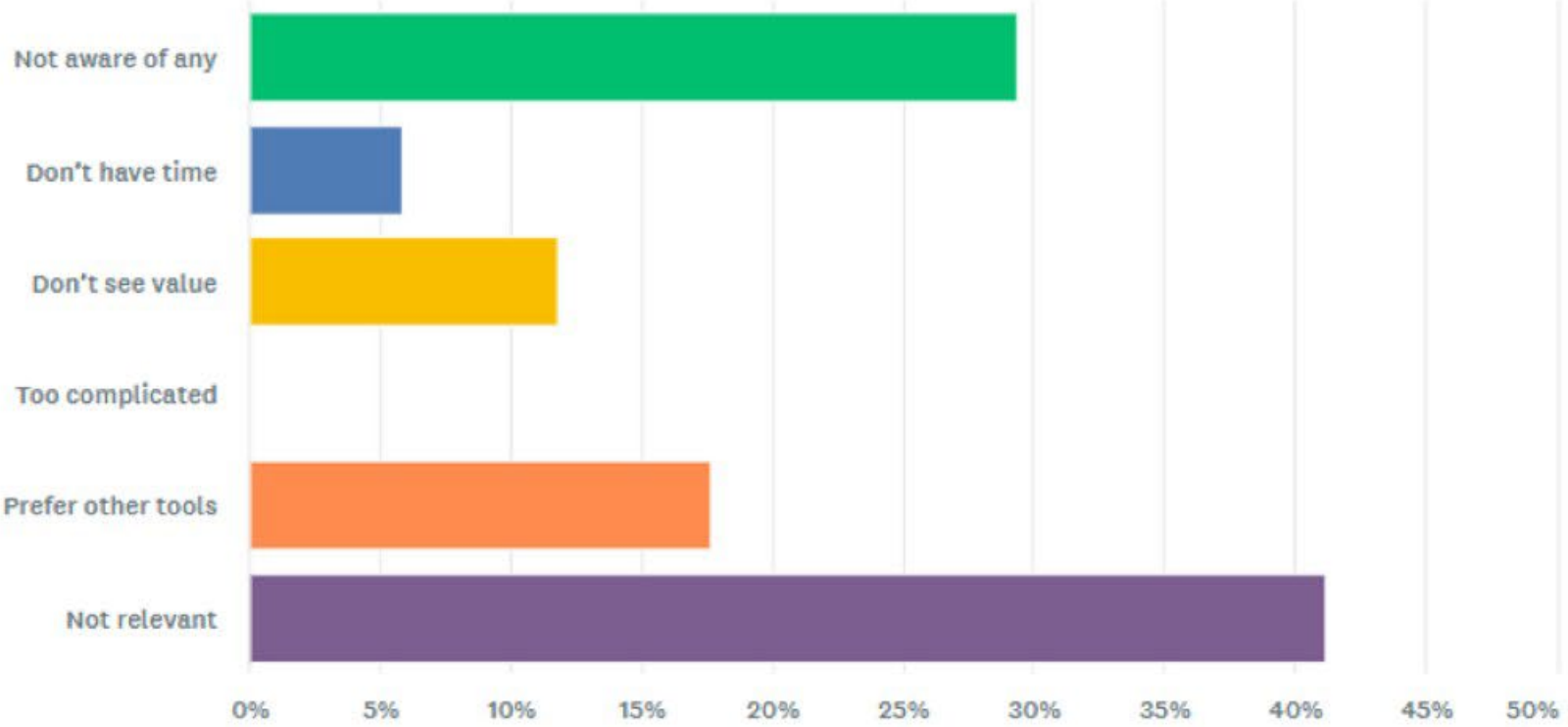
Where would you like more support from CCAR? (Select up to 3)



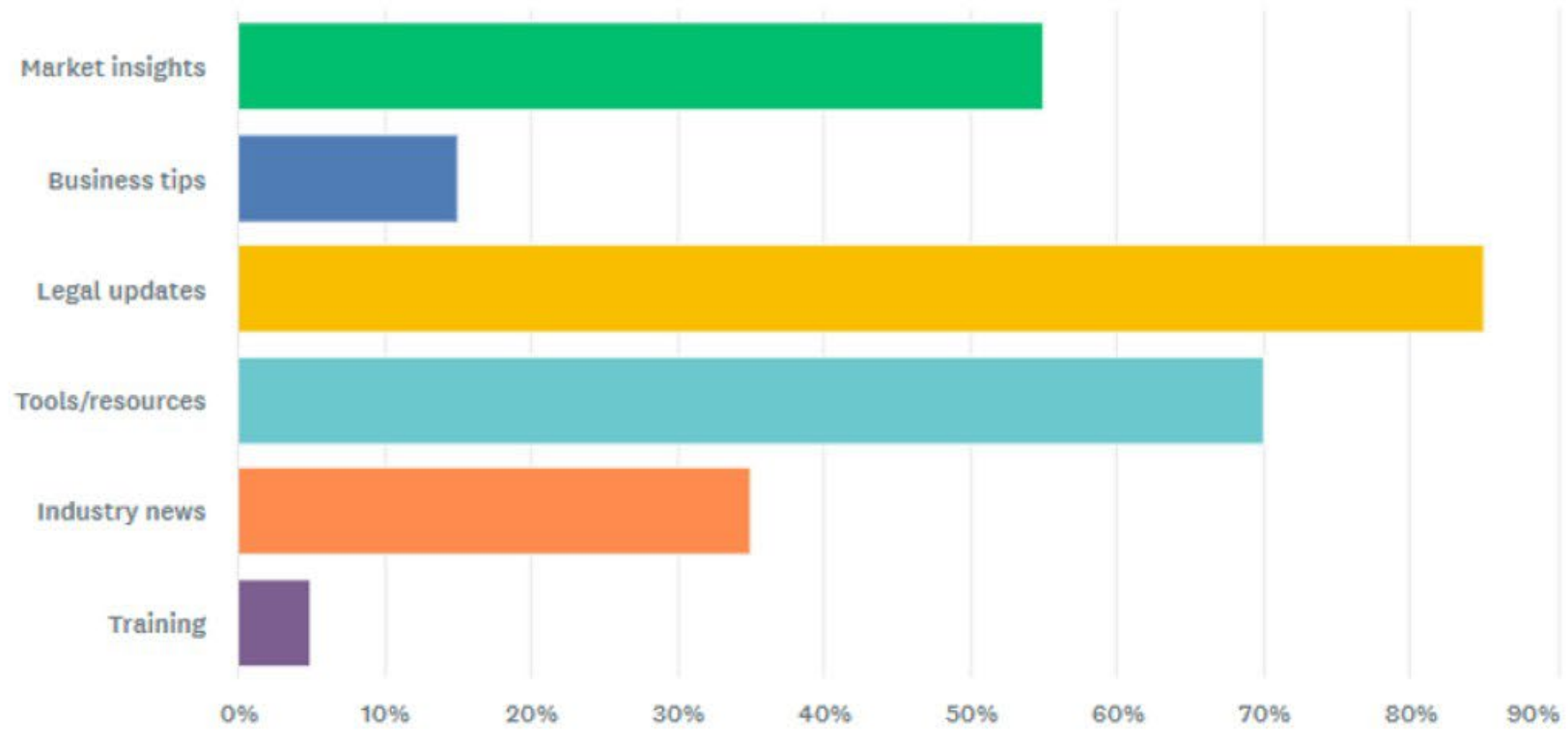
Which resources have you used in the past 12 months (Select all that apply)



If you are not using CCAR products, services and resources, why not? (Select all that apply)



What types of communication do you value MOST? (Select up to 3)





CONGRATULATIONS

HOLLIE GUILLORY | THE LIST GROUP

Prize Drawing Winner

THANKS TO ALL WHO PARTICIPATED IN THE SURVEY!