



2019-2021 STRATEGIC PLAN

1. RELEVANCY (MEMBERSHIP BENEFITS AND VALUE) Enhance the value of membership by providing resources to support the success of our members.

Strategy A: Re-evaluate current membership services, benefits and programs against our mission statement and NAR Core Standards to better meet our members' needs.

- Action item: 1. Re-evaluate all communication vehicles (social media, newsletter, website, email, texting)
- Action item: 2. Re-evaluate networking events, dinner meetings.
- Action item: 3. Re-evaluate the community involvement projects and fundraiser.
- Action item: 4. Create a sponsorship system that allows Business Partners in conjunction with NCMAR to create/sponsor member events that highlight the Business Partner and benefit REALTOR members.
- Action item: 5. Include committee reports in newsletter to inform members and solicit feedback.
- Action item: 6. Consider limited resources in the re-evaluation process including staff, volunteers, time and finances.
- Action item: 7. Engage with uninvolved members of the association to identify ways we can provide relevant member benefits.

Strategy B: Market to current and prospective members the resources and benefits available to them at the local, state and national levels.

- Action item: 1. Promote the education classes, resources and services offered through the local, state and national REALTOR organizations through email, newsletter, text, media and website marketing.
- Action item: 2. Offer seminars or professional development courses that inform and educate members of changes to the real estate industry and how to adapt to them.
- Action item: 3. Offer Leadership training for current and future leadership.
- Action item: 4. Conduct a yearly REALTOR Safety Program
- Action item: 5. Establish an Ambassador Program to promote the value of membership to current and prospective members.
- Action item: 6. Focus on reaching out to new members to increase their understanding of what resources their membership provides and to increase their involvement and participation in the Association.
- Action item: 7. Identify member demographics and what benefits and services are most important to each group.
- Action item: 8. Develop our story about what makes us unique and promote to current and prospective members. .

Strategy C: Coordinate website and social media platforms to inform the public, promote the REALTOR brand and NCMAR.

- Action item: 1. Provide local market data through the website.
- Action item: 2. Provide information regarding the buying and selling process on the website.

2. MEMBERSHIP GROWTH - Continue to grow the membership by creating strategies to attract members.

Strategy A: Create a marketing strategy to recruit new members to our association.

- Action item: 1. Identify real estate agents and REALTORS in our area that are not members of our association and let them know of Board of Choice.
- Action item: 2. Identify real estate offices in our area that are not members of our association.
- Action item: 3. Look for business partners that are a good fit for the association.
- Action item: 4. Encourage members to participate and take an active role on committees, task forces, fundraising and Board of Directors.

3. ADVOCACY – Support advocacy efforts locally, statewide and nationally and meet RPAC goals as set by the state association.

Strategy A: Support the REALTOR party's "Vote-Act-Invest" goals and annually conduct at least two initiatives or activities.

- Action item 1. Develop an annual fundraising plan with fundraising events as needed to meet 100% of the RPAC fundraising dollar and MAR participation goals.
- Action item: 2. Include in dues billing a voluntary contribution for PAC or PAF with appropriate disclaimers about the voluntary nature of member contribution.
- Action item: 3. Distribute information and communications from NAR and MAR regarding the value of investing in and the benefits received from member's participation in the PAC.

Strategy B: Heighten awareness of the Broker Involvement Program and NAR and MAR Calls to Action.

- Action item: 1. Explain the broker involvement program to broker/owners.
- Action item: 2. Explain RPAC and PAF to brokers and disseminate information for brokers to use in explaining RPAC and PAF to their agents.
- Action item: 3. Promote members to download and use the REALTOR Action Center App or Text # at meetings and educational events.

Strategy C: Support property rights, housing and real property ownership by being active in the political process.

- Action item: 1. Recognize and encourage member involvement in the local political process (i.e. Legislative Breakfast, Mayor Meetings, Town monitor program and SPC).
- Action item: 2. Encourage participation in REALTOR Day on the Hill and NAR Legislative Meeting.
- Action item: 3. Hold Legislative event with local officials and state representatives to discuss current legislation and local issues and provide local market data at the event.
- Action item: 4. Investigate possible revitalization projects and other NAR funded opportunities to increase visibility and participation in the community.

4. COMMUNITY OUTREACH – Be the Voice for Real Estate in our communities and provide valuable information to the public.**Strategy A: Promote market statistics, real estate trends and issues and their impact on local communities**

- Action item: 1. Highlight local, state and national real estate data in a press release to local media.
- Action item: 2. Use social media to share local real estate data insights with members and the public.
- Action item: 3. When appropriate, mobilize members to forward Calls to Action to ask their clients and customers to contact their local representative about the issue.

Strategy B: Engage in community activities that enhance the image of REALTORS and promote the value proposition of using a REALTOR

- Action item: 1. Organize member involvement for local charitable organizations or conduct fundraising activities to benefit local community or charitable organizations.
- Action item: 2. When appropriate, apply for a NAR Housing Opportunities Grant.
- Action item: 3. Provide information on what distinguishes a REALTOR from a real estate agent and why that using a REALTOR is in the best interest of the client.
- Action item: 4. Promote community related NCMAR activities and member achievements (ie. community involvement fundraising and participation, scholarships, member recognition).

5. PROFESSIONALISM – Inform members and consumers of REALTOR professional standards process and promote professionalism among members..**Strategy A: Promote a culture of courtesy, respect and professionalism among members.**

- Action item: 1. Provide new and biennial Code of Ethics training as required by NAR.
- Action item: 2. Promote the Code of Excellence Program to members.

Strategy B: Deliver complete and timely Professional Standards Administration.

- Action item: 1. Provide a viable professional standards process to enforce the Code of Ethics by training a sizeable professional standards committee.
- Action item: 2. Provide ethics complaint and arbitration request processing.
- Action item: 3. Provide free of charge mediation and ombudsman services to members, their clients and customers.

6. FINANCIAL SOLVENCY -Sustain a model association through member involvement, leadership and financial resources.**Strategy A: NCMAR shall adopt policies to ensure the fiscal integrity of their financial operations.**

- Action item: 1. Conduct an annual review process of financial policies, procedures and guidelines.
- Action item: 2. Have a CPA conduct an annual review which includes an accountant's review report at the completion of the tax preparation/review process.

Strategy B: Investigate methods of increasing membership and non-dues revenue.

- Action item: 1. Create a taskforce from the Finance Committee to identify revenue opportunities.
- Action item: 2. Review sponsorship packages currently available and make recommendations for changes.
- Action item: 3. Put together a plan for the eventual market downturn.