

# Raleigh Regional Association of REALTORS® Strategic Plan 2019 - 2021

## **MISSION STATEMENT:**

Empowering REALTOR® success by delivering exceptional member value and driving collaborative innovation for our communities and profession.



### **Association Development**

*Identify, train, develop and support new leaders in our Association while focusing on growth opportunities for the Triangle region and its REALTOR® members.*

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#### ▷ **Future Leadership Development**

- Increase follow-up and support after New Member Orientation to members
- Engage past TRLA Deans and RRAR Past Presidents to meet and identify members and emerging leaders to become involved at the Association

#### ▷ **Leadership Training**

- Continue annual training and orientation of new and existing Directors, Chairs, and Vice Chairs and explore creating quarterly leadership training modules for committee leaders, TRLA graduates, and Directors

#### ▷ **REALTOR® Store**

- Formalize a long-term business and marketing plan for the REALTOR® Store to help guide staff and leadership
- Form a Presidential Advisory Group (PAG) to research industry best practices and reach out for member input feedback on the store, its merchandise and marketing to build a long-term plan for the store

#### ▷ **Association Diversity**

- Continuity of President Grubbs' "Making Room at the Table" PAG into 2021
  - PAG is working on some goals that may be added to this list of objectives
- Continue building the Diversity Committee as a programming and education committee bringing panels, speakers, and workshops
- Create a standalone "pillar" within the Association's strategic plan devoted to measurable goals for the association's diversity and inclusion plans before January 2021
- Find connection points between equity, inclusion and discrimination issues and the Association ongoing advocacy efforts



### **Community Development**

*Build strong, two-way relationships between local area organizations and cities, focusing on improving quality of life issues in the communities we serve.*

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- ▷ Incorporate the Triangle Commercial Association of REALTORS® and area universities within the global and economic development work of the Association
- ▷ Survey and identify local REALTORS® and industry professionals currently working in leadership in communities
- ▷ Promote input from members and brokerages on how the Association can make a larger impact in the community
- ▷ Partner with local communities and organizations and help facilitate discussions on quality of life issues within our neighborhoods that include, affordable housing access and food scarcity, healthcare, education, transportation, and entertainment initiatives
- ▷ Join local and state community organizations to further the Association and REALTOR® brand
- ▷ Work to create a grant program that incorporates citizens and organizations in the community
- ▷ Continue to promote the community impact of the REALTOR® Foundation

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#### **Global Business**

*Utilize the real estate industry as a springboard for international business development and real estate transactions and foster global relationships in NC.*

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- ▶ Task the Global Executive Committee with ensuring that the global pillar objectives are not only external facing, but internal facing to association members as well
- ▶ Add international business eBook links from NAR's online library to the Global Resource web page on association website
- ▶ Launch a Global Member benefits program and market it to global partner associations
- ▶ Explore ways to incentivize and encourage association members to take part in global education and programming locally and at the national level
- ▶ Create welcoming committee for corporations and individuals visiting our region and state
- ▶ Help establish and grow relationships with other countries and organizations who have business ties to the Triangle region
- ▶ Explore and create opportunities to host inbound trade missions
- ▶ Create shareable marketing materials about the Triangle's international real estate footprint to support area business development and for growing relationships with community leaders and business groups



#### **Professional Development**

*Deliver a high level of professional education programs through continuing education speakers, industry designations, and member development.*

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- ▶ Education should be focused on how the association can "come alongside" Brokers and support them and their agents, and not interfere
- ▶ Identify new funding sources to increase core education and elective classes for members through sponsorship programs
- ▶ Create an ambassador program focused on recruiting members to assist in promoting education offerings and programs
- ▶ Explore and create online education library focused on On-Demand services and offerings to members
- ▶ Focus on education for members at all levels of business including classes on business growth, risk management, community advocacy, work-life balance, financial strategies and company leadership workshops
- ▶ Share and promote best practices in Professional Standards and the REALTOR® code of Ethics by offering legal update programming and an On-Demand Library of written and video content
- ▶ Ensure that members have access to and an understanding of the steps and procedures for the professional standards, grievance, and ombudsman program



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### **Communications**

*Promote and effectively communicate Association and REALTOR® benefits with members while also encouraging and building a long-lasting positive image of REALTORS® to Triangle area consumers.*

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- ▷ Create and maintain active communications to new and existing members as they develop their careers by establishing a program that provides a credit building goal system
- ▷ Create an outreach program for staff and leadership to visit Broker offices and meetings to discuss current programs and offerings
- ▷ Explore the implementation of software that assists in segmenting membership listings to reach members how they prefer at a frequency they desire
- ▷ When it comes to exploring Association name and branding, the focus should be on increasing and maximizing regional collaboration and unity as much as possible, leading up to joint conversations between interested parties
- ▷ Create and implement focus groups to gain feedback on Association services, communication and new offerings
- ▷ Explore the deployment of a mobile solution for communicating news and events to REALTOR® Association members



### **Advocacy + Government**

*Impact and advocate for the Triangle region's homeowners, property managers and REALTORS® through education, events, and communication.*

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- ▷ Engage and include members on advocacy issues
- ▷ Consider adding an "Advocacy 101" class to the professional development programming to help engage members on the Association's policy positions
- ▷ Always promote and maintain non-partisanship in association advocacy activities
- ▷ Creation of affordable housing statement centered around the association being the data source for the hub of information
- ▷ Serve as the source of accurate and timely real estate data to assist in housing decisions within our market and look to facilitate ongoing conversations about alternative and diverse housing options
- ▷ Hosting events and conversations about alternative housing projects
- ▷ Encourage community collaboration by working to integrate more organizations in the Triangle region into advocacy programs
- ▷ Complete an advocacy toolkit on issues for outside organizations and associations
- ▷ Foster an inclusive, transparent culture around REALTOR® Political Action Committee (RPAC) fundraising and distribution efforts to achieve the highest results
- ▷ Recapture member dollars by securing the NAR housing grants to host conversations and workshops around work-force housing, affordable housing initiatives, community supported housing (down-payment assistance programs, etc)

