

SouthEast Valley Regional Association of REALTORS®

Strategic Plan 2017-2019 2017 Priorities in Green

The SouthEast Valley Regional Association of REALTORS® met in Mesa, Arizona on 5 April 2016 to update the SEVRAR Strategic Plan. The group discussion included real estate industry trends, the objective of the SEVRAR Association of REALTORS®, industry/association challenges, and industry/association opportunities. The strategic plan was developed to reflect the responsibilities and focuses of the SouthEast Valley Regional Association of REALTORS®. Michelle Lind, Arizona Association of REALTORS® CEO facilitated.

Mission Statement:

The SouthEast Valley Regional Association of REALTORS® is committed:

1. To providing a dynamic, vibrant and successful future for its REALTOR® Members; and
2. To building better neighborhoods and communities.

FOCUS AREAS of the SouthEast Valley Regional Association of REALTORS®:

A. Value Proposition:

1. For REALTOR® Members:
 - A. Help REALTORS® thrive and prosper: financially, personally, and professionally.
 - B. Respect and value REALTORS®' time.
 - C. Protect members and their interests.
2. For Consumer:
 - A. Protect Private Property Rights/Homeownership.
 - B. Promote REALTOR® value to Consumer as Trusted Advisor.
3. REALTOR® Brand:
 - A. Promote the REALTOR® Brand/Trademark.
 - B. Increase Connectivity between REALTORS® at local, state, national and international associations.

B. Communication and Marketing:

All Communication will be effective: targeted, quick, short and varied:

1. Leadership will engage (hear) members with *active* listening and direct to the appropriate channel.
2. The Association and Leadership will effectively communicate the REALTORS®' value proposition to members and to consumers.
3. Messaging will be differentiated in method of communication and targeted audience. The REALTOR® will choose the vehicle for communication that he/she prefers. (text, email, voice recording, etc.)
4. Communication will be interactive. (surveys, content, games)
5. SEVRAR will make bundle of services accessible, easily understood, and easy to use.
6. SEVRAR will be the voice of Real Estate AND the place for industry discourse and discussion.
7. Leadership will establish an ambassador program to 'reach renewing members.'
8. The Association will employ YPN model for active engagement with members.
9. Each communication will include a membership value element.
10. SEVRAR will engage new members via Board of Directors Call.
11. SEVRAR will develop a comprehensive Affiliate participation program.
12. Communication contact information will be updated annually at dues billing.
13. SEVRAR will increase direct communications to brokers.
14. There will be an accounting of, and reporting of the value/benefits of membership.

C. Member Engagement & Community Outreach

1. Provide a consistent message of REALTOR® purpose and agenda.
2. Create an effective communication to consumers through mapping, survey, and conversation.
3. Increase REALTOR® Involvement in community with REALTOR® co-branding.
4. Increase Press releases and consumer awareness.
5. Provide pre-package content for REALTOR® members to use in communication with his/her sphere.
6. Improve Outreach to Broker/Agents, i.e. be more inclusive /reflect diversity.
7. Deliver Social activities (FUN—i.e. Sporting events) for REALTORS®.
8. Encourage more Affiliate-REALTOR® cooperation.
9. Increase member volunteerism in community events.
10. Measure and Report Community Involvement by REALTORS®: Hours and Organizations.

D. Professional Standards/Arbitration:

Increase: professionalism among members, mutual respect and cooperation:

1. Educate, encourage, and enforce the purpose and value of the REALTOR® Code of Ethics.
2. Promote Dispute Resolution services-
3. Share Best Practices.
4. Support and promote NAR's "Commitment to Excellence" program.

E. Professional Development:

1. Will actively work to further REALTOR® professionalism, knowledge, and business Acumen.
2. Promote REALTORS® use of Technology.
3. Provide distance learning/training, directly or through partnership, 3rd parties.
4. Provide a vehicle to share innovation and entrepreneurialism.
5. Measure education costs and benefit and report to REALTOR® members.
6. Develop system to display level of difficulty of classes/ educational programs based on applied skills.
7. Implement and promote the online REALTOR® profiles benefit program.
8. Promote REALTOR® Safety.

F. Advocacy and Legal:

1. Promote REALTOR® Agenda and Outcomes from SEVRAR, AAR and NAR to consumers.
2. Raise Public awareness of Real Estate issues.
3. Educate REALTORS® members on Legal Issues Case Studies.
4. Promote and Encourage RAPAC and Response rate of Calls to Action.
5. Enhance Government Affairs initiatives---protecting Private Property Rights.
6. Lobby to have more rigorous licensing standards, continuing education, and specialization.

G. Leadership Roles, Development and Effectiveness

Priority: identify and train future leadership; local, State and National levels.

1. Enhance the Leadership program by reinforcing the importance of inclusivity and diversity.
2. Increase presence and influence on the local, state and national levels.
3. Recruit and promote volunteer leaders. "ASK"
4. Leadership will be open to change: Will investigate/explore partnerships, shared services, chapters and other innovative opportunities.

H. The SouthEast Valley Regional Association of REALTORS® of The Future:

1. SEVRAR will become a Beta Test 'site' to evaluate bleeding technology and investigate setting up App / Technology User Group.
2. SEVRAR will research providing other boards and association membership services as a revenue opportunity.
3. SEVRAR will investigate offering members additional benefits.
4. SEVRAR will facilitate the collection of and sharing of the big data with REALTOR® members.
5. Explore rebranding of SEVRAR as the new building site emerges.

I. BUILDING A NEW Home:

1. Building will be financially sustainable
2. New building should have a significant non-dues revenue element.
3. New building should have REALTOR® Branded Events
4. New Building could include REALTOR® desk usage, bullpen, coffee bar, “Main Street Shopping,’ community center, Event/Wedding space, with a multi- generational appeal.

J. THE MEASUREMENT OF SUCCESS:

With the implementation of the preceding strategy, the following metrics will be employed to measure success:

1. Greater financial strength and vibrancy of the SEVRAR REALTORS® Association.
2. Greater RAPAC participation, Contributors and dollars;
3. Higher Response Rate for calls to action.
4. Tracking of community service by SEVRAR REALTOR® Members via survey and community events.
5. More SEVRAR REALTORS® in Leadership Positions: Local, State, National and Internationally.