

SouthEast Valley Regional Association of REALTORS®

Strategic Plan 2018-2020

2018 PRIORITIES IN GREEN

The SouthEast Valley Regional Association of REALTORS® met in Mesa, Arizona on April 5, 2017 to update the SEVRAR Strategic Plan. President-Elect Liz Harris set the focus for 2018 on “Professional Excellence,” and the group determined updates to the Plan based on that theme. A panel of leaders in our industry, which included the AAR CEO, the ARMLS CEO, AAR Legal Counsel and our state Real Estate Commissioner, shared their perspectives on “Professionalism in the Industry.”

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 create an outreach program to retain members.
2. The Association and Leadership will effectively communicate the REALTORS®' value and benefits to members and 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 be the voice of Real Estate AND the place for industry discourse and discussion.
6. Establish an Outreach program to 'reach renewing members.'
7. The Association will employ an active model of engagement with members and future Real Estate leaders similar to the YPN model.
8. Each communication will include a membership value element.
9. SEVRAR will engage new members via Board of Directors Call.
10. SEVRAR will develop a comprehensive Affiliate participation program.
11. Communication contact information will be updated annually at dues billing.
12. SEVRAR will increase direct communications to brokers.

C. Member Engagement & Community Outreach

1. Improve Outreach to Brokers/Agents on tips for professionalism
2. Promote the Professionalism of REALTORS® in all communications to the public.
3. Provide a consistent message of REALTORS® professionalism and their agenda.
4. Create an effective communication to consumers through community engagement and conversation.
5. Increase REALTOR® Involvement in community with REALTOR® co-branding.
6. Increase consumer awareness with Press Releases resulting in published stories by news organizations.
7. Provide pre-package content for REALTOR® members to use in communication with his/her sphere.
8. Deliver Social activities (FUN—i.e. Sporting events) for REALTORS®.
9. Encourage more Affiliate-REALTOR® cooperation.
10. Increase member volunteerism in community events.
11. 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 and educate members on Dispute Resolution services.
3. Share Best Practices.

E. Professional Development:

1. Support and promote NAR's "Commitment to Excellence" program.
2. Will actively work to further REALTOR® professionalism, knowledge, and business acumen.
3. Promote REALTORS® use of Technology.
4. Provide a vehicle to share innovation and entrepreneurialism.
5. Measure education costs and benefit and report to REALTOR® members.
6. Promote REALTOR® Safety.

F. Advocacy and Legal:

1. Promote REALTOR® Agenda and Outcomes from SEVRAR, AAR and NAR to the consumers.
2. Raise Public awareness of Real Estate issues.
3. Educate REALTORS® members on case studies of current legal issues.
4. Promote and Encourage RAPAC and Response rate of Calls to Action.
5. Encourage Government Affairs initiatives, to include protecting private property rights.
6. Lobby to have more rigorous licensing standards and continuing education.

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. Proactively identify volunteer leaders and get them engaged early. "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 leading 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 OUR 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.