

# High Desert Association of REALTORS®

## 2014-2017 Strategic Plan

The High Desert Association of REALTORS® Leadership team met on September 22<sup>nd</sup> and 23<sup>rd</sup>, 2014 to identify and set the objectives and goals of the association for the following three years. The enclosed document identifies the key areas of focus for the association for this period.

Through the process employed in September, the association identified 5 main objectives for the organization to pursue and implement over the following years:

- Improve Member Services
- Improve Communications
- Demonstrate Community Outreach Efforts
- Engage in Advocacy Efforts
- Address Membership and Facilities

Included in this plan are the specific goals necessary to achieve underneath each objective in order to better identify if the objectives of the organization have been met within this strategic plan.

This document is to serve as a guide for the organization in order to plan for, budget, and direct staff and committees to execute these initiatives which meet the core principle and purpose of the High Desert Association of REALTORS®.

### **OBJECTIVE 1 – MEMBER SERVICES**

To restructure enhance the offerings of the association to meet and exceed the needs of the membership

#### **Goal 1 - Provide Consistent REALTOR® & MLS Orientation Experience**

- Develop a formal outline that everyone goes through that is high quality content
  - o Consistent materials on key points
  - o High quality content to encourage broker support
- Establish a task force to make sure those presentation points are consistent
- Introduce the staff responsible for each component of the association so the members are aware of who to work with
- Survey new member orientation members at the end of the process
- Review and explain professional standards process during orientation

#### **Goal 2 - Demonstrate Association Value to Brokers**

- Survey brokers to identify what the association can provide to them and their agents
- Develop a handout of where all of the fees go so that everyone understands where all of the money goes, and what is provided
- Develop offerings directed towards brokers on how to manage their business

**Goal 3 - Demonstrate Association Value to the Agents**

- Develop agent specific education
- Utilize association events to create a sense of community
- Promote to agents the value of involvement in the committees

**Goal 4 - Develop High Quality Educational Offerings for the Agents**

- Survey brokers and agents to identify what the association can provide to them with regards to education, professional development, and training that would help them succeed
- Ensure that the courses offered are the best possible courses to offer in that realm – high quality speakers, topics, and take away
- Provide remote delivery capability of courses – Video Streaming, video archiving, build a database of materials

**OBJECTIVE 2 – COMMUNICATIONS**

Enhance means of communication to make members more aware of the role of the association in their real estate career

**Goal 1 - Upgrade or Improve the Website and Online Presence**

- Find ways to make the website more dynamic and fresh
- Incorporate Social Media

**Goal 2 - Identify How Membership Wants to Receive Communication**

- Survey the membership on what they prefer
  - o Utilize multi-channel survey offering
- Compile metrics on what is receiving the most traction

**Goal 3 - Develop an Office Visit Outreach Program**

- Identify top offices to connect, and target frequencies
- Establish a team of volunteers and staff to adequately cover the offices
- Develop consistent messages for each office visit
- Revisit and adapt the program to meet the needs of the offices

**Goal 4 - Create a Broker-Specific Communication Vehicle**

- Different from membership messaging
- Focus on the broker specific efforts of the association
- Develop a feedback model for the brokers to communicate with the association in an effective manner

**OBJECTIVE 3 – CONSUMER OUTREACH**

Remain actively engaged in the community as the voice of real estate for the High Desert Area.

**Goal 1 - Increase Community Awareness of the Association**

- Provide relevant statistics on real estate to the community

**Goal 2 - Engage with Community Charities**

- Identify existing efforts of the association, and quantify involvement
- Connect with emerging needs within the association and community
- Seek partnerships that coincide with association missions

**Goal 3 - Implement Information About Advocacy Programs**

- Develop consumer oriented messages about issues
- Utilize data to educate media, the public, and elected officials on the current state of High Desert Real Estate

**Goal 4 - Improve Association's Role in Community Investment**

- Participate with Habitat for Humanity
- Assist in the revitalization of the community by tying in with city government functions
  - o Assist the elderly and disabled with code violations
- Communicate and publicize the efforts of the association in these areas

**OBJECTIVE 4 – ADVOCACY**

Enhance, empower and engage our members in the advocacy of the High Desert Association of REALTORS®

**Goal 1 - Restructure LGR to Incorporate LCRC & RPAC**

- Incorporate all aspects of political advocacy into one committee
- Increase awareness and understanding of the PAC
- Develop liaisons between LGR & other committees and organizations

**Goal 2 - Educate Members and Other Committees About Advocacy**

- Work with committees on events to raise PAC awareness

**Goal 3 – Continue Relationships Within the Community**

- Develop relationships with government entities
- Develop relationships with chambers
- Develop relationships with affiliated industries

**OBJECTIVE 5 – FINANCES AND FACILITIES**

Maintain financial security, while not increasing dues, and evaluate facility options

**Goal 1 - Increase Membership Rather than Increase Dues**

- Identify opportunities to bring new opportunities to the membership

- Coordinate with vendors for more opportunities for the membership
- Identify areas that are underserved in the real estate industry
- Demonstrate value to them in association

**Goal 2 - Develop a Task Force to Review Facility Options**

- Consider all possible opportunities for the association
- Consider all potential needs within the community and industry
- Identify adequate facilities to meet those needs
- Pursue opportunities to engage those facilities
- Recommend to the Board of Directors a path to pursue