

High Desert Association of REALTORS®

2025-2028 Strategic Plan

Coming out of a re-calibrating Strategic Plan that led the association out of the Covid Era and into regional stability from 2021-2024 the High Desert Association of REALTORS® (HDAR) looks to this next period to redefine their position in both the real estate industry and in the High Desert communities with a focus on what the association represents.

To that end HDAR has established a new mission statement for the organization:

“The High Desert Association of REALTORS® is dedicated to empowering leadership and enabling success for our members.”

The association and its leaders are committed to accomplishing this through the core values the organization operates by:

- We are COLLABORATIVE - we work together as one to further the interests of property rights and the interests of our clients.
- We are COMMUNITY FOCUSED - we work together with our communities to meet the regional real estate needs TOGETHER.
- We are SUPPORTIVE - coming together to solve issues, and provide expertise in order to ensure a stronger industry and region.
- We are TRUSTWORTHY - providing transparency, education, and advocacy that furthers the position of the organization and our members to lead the region.
- We are INTENTIONAL - decisions made are through the lens of our Mission and Core Values in order to ensure cohesive decision making, and directed efforts.

Building upon the success of the 2021-2024 Strategic Plan for HDAR, the association plans to focus on continuing to deliver the previously identified core goals, while re-structuring the associations efforts to ensure:

- 1) Enhancing broker outreach
- 2) Developing new member programming
- 3) Reframing communications
- 4) Expanding community involvement opportunities
- 5) Advancing Technology Opportunities for REALTORS®

The events of the past few years - from advocacy campaigns to lawsuit settlements - has shown that the current expectation is not necessarily tomorrow's reality. HDAR will remain relevant in the industry and community by adapting to changing market forces.

The association can use this guide for organization, staff, budget, and direction to staff and committees to complete these goals collectively.

OBJECTIVE 1 – EMPOWER MEMBER SUCCESS

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To develop support and structures that meet the needs of member segments.

Goal 1 - Expand Broker and Manager Outreach

- Develop broker and manager specific meetings to discuss issues
- Survey the brokers and manager members on key topics
- Create a Broker/ Top Producer/ Manager “Mastermind Group” to address evolving topics in the industry at general membership meetings

Goal 2 - Connect Association Leadership to Offices

- Develop office meeting outreaches with standardized Association-Specific topics
- Encourage office meeting connectivity through competitions and exchanges
- Develop Leadership among brokers, managers, and industry leaders
- Develop office communications streams that help empower connection to HDAR

Goal 3 - Strengthen New Member Offerings

- Engage YPN with the leadership in creating new member programming
- Establish leader outreach/ mentoring program to encourage HDAR participation
- Develop program encouraging new member connection with HDAR functions

Goal 4 - Build Framework to Include Real Estate Organizations

- Create opportunities to engage Affiliate members in HDAR functions
- Outreach to non-REALTOR® real estate professional associations
- Explore opportunities to partner with non-REALTORS® associations
- Engage with more non-profit real estate oriented organizations.

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OBJECTIVE 2 – FURTHER TECHNOLOGY OPPORTUNITIES FOR REALTORS®

Create increased connectivity to applicable technology to the real estate industry

Goal 1 - Expand Educational Opportunities for Existing Tech

- Develop resource hub for all available tech through REALTORS® structures
- Develop education on each program available for REALTOR® members
- Encourage expertise trainers in REALTORS® ranks on technology solutions
- Invite expanded opportunities through CRMLS, NAR, C.A.R. and other offerings

Goal 2 - Explore Use of AI in the Practice of Real Estate

- Investigate existing tech solutions to utilize AI and how it is being employed in the industry
- Create educational opportunities to promote ethical uses of AI where applicable
- Engage with Mastermind Group (Objective 1, Goal 1) in AI discussions
- Promote AI awareness with the membership

Goal 3 - Stay Ahead of Technology Evolution

- Engage with real estate tech organizations on advancements in the industry
- Promote member involvement in tech opportunities
- Examine legal and legislative issues surrounding real estate tech

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OBJECTIVE 3 – ADVANCE COMMUNICATION STRATEGIES

Reinforce membership value through advancing association offerings

Goal 1 - Establish a Marketing and Social Media Plan

- Develop marketing plan that engages membership
- Develop marketing plan that engages the public
- Develop publicity plan to promote community facing activities of HDAR
- Create a Social Media Strategy that enhances the association's efforts

Goal 2 - Develop Member-Facing Communications

- Continue to grow engagement with the membership in HDAR communications
- Develop video platform for HDAR components (ie. New Member Videos)
- Implement Social Media Oriented Video content for members

Goal 3 - Develop Public-Facing Communications

- Create relationships with VVNG and other media outlets for HDAR promotion
- Develop and execute a strategy for press releases and articles in media outlets
- Develop public-facing video strategy

Goal 4 - Coordinate Sponsorship and Publicity Strategy

- Develop sponsorship program with the High Desert Chamber and similar groups
- Outreach to community organizations for partnerships
- Outreach to affiliated industry organizations for partnerships/ publicity
- Establish cooperative agreements with community organizations to promote real estate in the High Desert

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OBJECTIVE 4 – COMMUNITY ADVOCACY, OUTREACH, AND EVENTS

Promote the REALTOR® presence in political, community, and public trust

Goal 1 - Increase Participation in REALTOR® PACs

- Reach RAF participation level of 25% of members contributing to RAF
- Reach committee participation in RAF of 100%
- Engage office outreach (Objective 1 Goal 2) to promote RAF participation
- Expand awareness and understanding of the PAC with members

Goal 2 - Encourage Participation in Association Advocacy

- Enlist member input on issues pertinent to the members business models
- Secure support from brokerage on association advocacy efforts
- Engage members in council agenda reading and meeting attendance
- Establish “Townhalls” for members on key advocacy efforts

Goal 3 – Pursue Community Event Efforts

- Engage Sponsorship opportunities (Objective 3 Goal 4) to promote HDAR
- Seek opportunities for engaging events with the community
 - o Housing Fair for homeownership education
 - o Fair Housing events to promote HDAR commitment to serve everyone
- Build media strategy (Objective 3 Goal 3) to promote Association Advocacy
- Have community leaders give presentations on key topics to the membership
- Promote the value of HDAR as the resource to the community on real estate related issues, policies, elections, and topics

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GUIDING PRINCIPLES OVERVIEW

High Desert Association of REALTORS Guiding Principles 2021-2024:

MISSION STATEMENT

“The purpose of the High Desert Association of REALTORS® is to help its members become more profitable and successful.”

VISION STATEMENT

The High Desert Association of REALTORS® is the source of essential business services and the association of choice for real estate professionals committed to excellence and through collective action, promotes the preservation of real property rights.

High Desert Association of REALTORS Guiding Principles 2025-2028:

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STRATEGIC PLAN ONE PAGE OUTLINE

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