

# FAYETTE REALTORS STRATEGIC PLAN

Revisions approved by the Board of Directors on November 16, 2017



## Board Mission Statement

The mission of the Fayette County Board of REALTORS® is to provide members with the resources that enable them to conduct business with professionalism, integrity and competency. We strive to protect Private Property Rights; to be the voice of real estate in issues that affect our profession; to serve our communities; and to educate the public as to the benefits of working with a REALTOR®.

## Vision Statement

To provide the services and tools which maximize members' productivity and profitability

## KEY RESULT AREAS

The Strategic Planning Committee members will serve as the Strategic Plan oversight group to ensure that the following issues are developed, implemented and monitored. All areas will be overseen by the respective vice-presidents, who'll work with their committees to complete objectives by **December 31, 2018**.

- 1) Administration and Finance
- 2) Governmental Affairs
- 3) Member Services
- 4) Professional Development

## ADMINISTRATION AND FINANCE

**PURPOSE:** Fayette Realtors are accountable for governance, financial stability and Board operations.

### OBJECTIVES:

- A) Ensures the budget supports the Fayette Realtors purposes and objectives
- B) Effectively monitor all areas of risk management
- C) Increase non-dues revenue
- D) Monitor effectiveness of the Governance and Committee Structure

### STRATEGIES:

- A1) **PRIORITY** Review the 2017 and 2018 Budget to allocate appropriate funding to fully staff the association office to best serve our membership (*Executive Committee, Budget & Finance, BOD*)
- B1) Incorporate proper disclosures into all Board agendas, specifically conflict of interest (*Staff*)
- B2) Review IRS 990 and establish any needed policies (*Bylaws*)
- B3) Develop a cyber-threat policy (*Bylaws*)
- C1) **PRIORITY** Identify additional income sources and increase non-dues revenue by \$20,000 in 2018 (*Budget & Finance*)
- C2) Increase by double the revenue generated through our Partnership Program (*Budget & Finance*)
- D1) **PRIORITY** Charge the Nominating Committee to implement an interview process for all elected positions (*2017 Chair, 2017 Vice Chair, 2018 President, 2018 President-elect*)
- D2) **PRIORITY** Implement a strategy to utilize technology to minimize the time commitment for committee service (i.e. Zoom and/or conference calls) (*Executive Committee*)
- D3) **PRIORITY** Review the bylaws/policies to ensure accountability for all elected positions and propose changes to the BOD (*President, President-elect, AE*)
- D4) **PRIORITY** Review the BOD meeting agenda and amend to give chairs the option to attend full meeting or just the committee reporting segment. (*President, President-elect, AE*)

## **GOVERNMENTAL AFFAIRS**

**PURPOSE:** Fayette Realtors influence governmental and political issues impacting the public and our members. We promote our profession and protect property rights.

### **OBJECTIVES:**

- A) Review the agendas of all upcoming council, planning and zoning and school board meetings to identify issues of interest.
- B) Identify all members serving on local boards and commissions.
- C) Monitor vacancies on local boards and commissions and encourage Realtors to seek appointment.
- D) Identify local people and/or Realtors to run for public office.
- E) **PRIORITY** Increase RPAC participation goal to 75% by December 2018.
- F) Increase Realtor Awareness.
- G) Enhance and promote the Realtor difference to the members through consumer awareness.

### **STRATEGIES:**

- A1) Develop a plan of action for reporting on local issues affecting the community. (*VP & Chair of Political Action*)
- A2) Continue to monitor local issues that affect the Realtor industry and inform members and the public on an ongoing basis. (*Political Action*)
- D1) Identify at least two people for a local office and encourage them to attend the GAR Candidate Training Course by August 15. (*Political Action*)
- A1) Create a Realtor Awareness Program and seek opportunities to promote the Realtor difference at community events / publications. (*Public Relations*)
- G1) Create Realtor talking points. (*Executive*)
- G2) Create Consumer Awareness Campaign to distinguish the difference between Realtors and real estate licensees (*Public Relations*)

## **MEMBER SERVICES**

**PURPOSE:** Fayette Realtors effectively communicates and promotes the role of the Board and the Realtor difference to our members.

### **OBJECTIVES:**

- A) Increase Broker involvement by effectively communicating the value of Board membership.
- B) Advance member communications via social media

### **STRATEGIES:**

- A1) **PRIORITY** Engage Brokers through quarterly broker meetings/events/focus groups with personal invitations to participate. Actively solicit Brokers for Board service. (*President & President-elect, AE*)
- A2) Implement a communication / leadership nominee ballot program for Brokers. (*VP, Member Svcs*)
- A3) Create Realtor “elevator speech” talking points. (*Executive*)
- A4) **PRIORITY** Schedule one-on-one Broker office visits (*FCCR Leadership*)
- B1) Provide regular posts for Facebook and Twitter for review by staff. (*Communications*)
- B2) Add ability for Board to communicate with members via text. (*Communications & Staff*)
- B3) **PRIORITY** Develop and implement a strategy to assign and hold Leadership (to include Officers, Local Directors, State Directors, Committee Chairs & Vice Chairs) accountable to **personally** invite, interact, and include members at Board functions (*Executive Committee*)

## **PROFESSIONAL DEVELOPMENT**

**PURPOSE:** Fayette Realtors challenge and inspire our members to enhance their knowledge, professionalism, integrity and accountability.

### **OBJECTIVES:**

- A) Recruit, develop and nurture members to serve as dynamic leaders
- B) Promote / provide educational opportunities
- C) Actively recognize membership achievements
- D) Engage members by enhancing their return on investment

### **STRATEGIES:**

- A1) Encourage members to participate in both FCBR/GAR Leadership Academies annually (*Executive*)
- A2) Promote committee participation to the members (*Membership Development*)
- B1) Identify learning opportunities to enhance members' knowledge to include GRI classes (*Education*)
- B2) ***PRIORITY*** Research the feasibility of offering 1-hour CE segments in conjunction with the membership meetings (see D1) (*Education Chair, AE*)
- C1) Actively recognize member achievements through various social media resources (internal and external) at all membership meetings/events (*Programs*)
- D1) ***PRIORITY*** Engage Partners/affiliates to provide one-hour CE segments for membership meetings (see B2) (*Education Chair, AE*)

## **SPECIFIC ISSUES STILL TO BE ADDRESSED**

- A) Determine use for land in Tyrone
- B) Current and future space and staffing needs (*Awaiting report from Building Committee*)
- C) Establish 50<sup>th</sup> Anniversary Task Force (*2017 President, 2018 President, 2018 President-elect, AE*)