

Strategic Planning

2019-2020

I-85N Board of Realtors®



PURPOSE

The purpose of the I-85 North Board of REALTORS® is that of a real estate trade organization that leads and unites REALTOR® members and affiliates within the I-85 North Corridor.

MISSION STATEMENT

The mission of the I-85 North Board of REALTORS® is to lead and unite REALTORS® and affiliates to conduct themselves in an ethical and professional manner, protecting and promoting private real property rights while serving the Community.

VISION STATEMENT

The I-85N Board of REALTORS® is the trusted voice for real estate and an effective business and public policy activist which supports political advocacy to ensure the membership's ability to succeed is unencumbered.

Core Values - Ethical Standards (Code of Ethics) - Member and Consumer Relations - Business Tools - Realtor Image
Governance (funding/policies/procedures) - Promote and Support Political Advocacy - Sustainable Affiliate Relationships
Recognition of achievement - The REALTOR® Difference

This Plan contains the following Functional Areas. All areas contain actionable implementation strategies

Functional Area A – Technology

Utilize member and current technology trends to develop strategic direction based in part upon desired new services and feedback on improving existing services.

Strategy: Promote new and improved ways to operate in a virtual technology operation without sacrificing other guiding principles.

Strategy: Implement new information services that represent value to our members as compared to other peer institutions.

Functional Area B – Member Services

Establish mechanisms which will generate additional opportunities for REALTOR® members and affiliates to promote and enhance relationships.

Strategy: Develop tools to support new member cultivation with outreach programs directed towards non-REALTOR® firms. Identify and solicit non-member brokerages to become members of the organization.

Strategy: Recognize member's professional achievements by establishing various methods of distinguishing member achievement both within and outside of real estate.

Functional Area C – Professional Development

Develop new and enhance existing relationships of our educational offerings which will generate knowledge for the membership and increase revenues for the association.

Strategy: Identify member's interests and offer opportunities which would assist them in their professional skills. Focus on both industry and life-skill offerings with or without continuing educational credits.

Strategy: Identify member demographics that would benefit from specific programs which share the same philosophical outlooks.

Strategy: Cultivate a pool of future members for leadership roles within the organization. Provide identified individuals with the proper training/mentoring to advance throughout all levels of the program, including state and national positions.

Functional Area D – Consumer Outreach

Provide timely market data information to media outlets within the Board's territorial area.

Strategy: Publish market data information such as the monthly REALTOR Property Resource reports.

Strategy: Conduct a yearly trade expo inviting consumers to attend and learn about the various sources of home ownership that are available.

Strategy: Participate in a yearly community project(s) (such as the American Cancer Society Relay for Life, Habitat for Humanity, Boys & Girls Clubs, etc.) where consumers can obtain information regarding various forms (residential, commercial, investment) of real estate ownership.

Functional Area E – Political Advocacy

Ensure that the Legislative Affairs Committee maintains contact with our local elected officials and monitors specific proposed or actual laws which effect real estate and the protection of property rights.

Strategy: Promote and distribute Calls for Action issued the by National and State levels. Ensure that brokers are aware of the Brokers Involvement Program.

Strategy: Participate in the yearly Legislative Day at the State Capital conducted by the Georgia Association of REALTORS®.