

Sequim Association of REALTORS®

Strategic Plan 2018-2020

MISSION:

The mission of the Sequim Association of REALTORS® (SAR) is to provide programs and services which will enhance the professional growth and prosperity of its REALTOR® Members, promote a positive REALTOR® image through active community service and engagement and to advocate for the preservation of the right by all to own, transfer and use real property.

1. ADVOCACY GOAL. SAR will be the leading advocate for private property rights and real property ownership in its market area and recognized as such by its members, the public, media, elected and appointed officials.
 - A. Objective: Maintain existing high levels of RPAC fundraising through state association dues billing and allocation. Pursue and maintain a minimum of four major investors. Develop a culture of RPAC understanding and participation.
 - i. Strategy: Execute member political education to increase awareness regarding the benefits of RPAC and how RPAC will have a resulting positive impact on the members' ability to be profitable, and on issues related to the ownership, use and transfer of real property as well as the strength of the real estate market generally.
 - ii. Strategy: Continue to include an above the line additional RPAC contribution on the annual dues bill.
 - iii. Strategy: Utilize Washington REALTOR® (WR) and NAR resources that identify legislative "wins" and relate those wins specifically to the market areas served by SAR, distribute at all SAR functions; dedicate time at SAR events to discuss realized benefits of investing in RPAC.
 - iv. Strategy: Encourage membership attendance at WR Hill Day; Investigate methods to pay registration fees for first time participants at WR Hill Day.
 - v. Strategy: Continue to utilize association communication vehicles (e.g., weekly meetings, hard copy mail, blast email, website,

etc.) to promote RPAC and to encourage member investments in RPAC.

- B. Objective: SAR will consistently achieve an average of 30% participation rate on WR and NAR Calls for Action.
- i. Strategy: Promote and encourage members to download the REALTOR® Action Center App to increase participation in Calls for Action.
 - ii. Strategy: Promote the reason for issuance and importance of responding to Calls for Action at weekly meetings.
 - iii. Strategy: Utilize all communication tools (specifically broadcast email) to promote Calls for Action from WR and NAR.
 - iv. Strategy: Encourage WR to create an App for response to state Calls for Action
 - v. Strategy: Encourage brokers to participate in the Broker Involvement Program; utilize the Broker Involvement Program to communicate and activate the WR and NAR Calls for Action; request brokers to share and repost Calls for Action on their social media sites and in agent meetings if response time permits.
- C. Objective: Support property rights, housing and real property ownership by building relationships with local elected and appointed officials and providing platforms for them to share their positions on economic development and real estate related issues.
- i. Strategy: Government Affairs Committee to conduct candidate interviews for select positions and invite candidates to address the members at weekly meetings.
 - ii. Strategy: Utilize RPAC to fund local selected candidates; goal is to use 100% of the RPAC funds allocated to SAR.
 - iii. Strategy: Encourage members to foster relationships with local elected and appointed officials and offer information and support related to REALTOR® issues; be the most sought after and trusted source of information for all issues related to the ownership, use or transfer of real property.
 - iv. Strategy: Encourage members to run for local political office and support their campaign efforts.
 - v. Strategy: Utilize IE funding from WR or NAR for appropriate campaigns.
- D. Objective: SAR will expand its advocacy goals through the wise utilization of state and national resources and as a result will have a meaningful impact on local ordinances, laws and policy issues.

- i. Strategy: Apply for and utilize Issues Mobilization funding to address issues impacting real property ownership in Sequim and the surrounding areas served by SAR.
- ii. Strategy: Identify and apply for My REALTOR® Party grants to address issues impacting real estate and the real estate industry (e.g., smart growth, homeownership, diversity, Place Maker, etc.); plan and execute programs utilizing the grants received.
- iii. Strategy: Investigate additional My REALTOR® Party non-financial resources and annually utilize as many of those resources as feasible.

2. CONSUMER OUTREACH GOAL. SAR is a valuable community resource known for its high quality communications, community outreach activities, community investments and its ability to engage the citizens of the communities served in its advocacy goals which benefit those communities.

- A. Objective: SAR will be the “Voice for Real Estate” in Sequim and the surrounding market area and will promote market statistics and/or real estate trends and related issues focusing on the impact on consumers.
 - i. Strategy: Re-establish relationships with the *Sequim Gazette* and *Peninsula Daily News* in order to publish a President’s Column to share information about the good works of the REALTOR® members and their role as the backbone of the community.
 - ii. Strategy: Seek interview opportunities for the President or the President’s designee ensuring visibility about community services performed and demonstrating expertise of the REALTOR® community served by SAR; utilize media opportunities to provide context to local real estate data and information.
 - iii. Strategy: Issue press releases when an issue or event warrants distribution of information to the community or to recognize REALTOR® members.
 - iv. Strategy: Explore having the MLS Chair or President attend meetings of community organizations to share information about the industry (“State of Real Estate”).
 - v. Strategy: Create a FaceBook page for dissemination of information to the community.
 - vi. Strategy: Embed the free REAL Estate Today radio audio player to SAR's website so consumers can hear the show digitally each week (www.RETRadio.com).
 - vii. Strategy: Add the free REALTOR® Content Resource widget to SAR’s consumer facing website to stream original

homeownership content from HouseLogic.com
(<http://members.houselogic.com/start/>).

- B. Objective: Enhance the image of the SAR REALTORS® and promote the value proposition of using a REALTOR® through engagement in activities that benefit the communities served by SAR's members.
- i. Strategy: Continue periodic community involvement activities (e.g., participate in First Responders Day, Scotch Broom clean up day, Relay for Life and other need based community projects, etc.); post information about the activities, including photos, on FaceBook page and website.
 - ii. Strategy: Consider creation of a nonprofit subsidiary like the REPAH providing services to low income homeowners in the community who need help with the upkeep of their homes, emergency repairs etc. in order to assist them in staying in their homes.
 - iii. Strategy: Obtain earned media opportunities through issuance of press releases and inviting the media to planned community involvement activities; wear logo tee shirts or other identifying garments when participating in association sponsored activities.
 - iv. Strategy: Continue sponsorship of the "What my Home Means to Me" program for third graders in the community, including publication of the winning entries in the *Sequim Gazette* and sponsorship of prizes for the children submitting winning entries.
- C. Objective: Invest in the communities served by SAR's members through the organization of human resources or participating in fundraising activities for the benefit of local charitable/community organizations.
- i. Strategy: Fundraise for food bank at Thanksgiving, provide funding for two students to attend Washington Business Week, fundraise for school supplies for the Boys & Girls Club, provide scholarship money to graduating students at Sequim High School, participate in the building of a Homes for Troops house and other projects and opportunities as they arise. Obtain earned media opportunities through issuance of press releases and inviting the media to the events.
- D. Objective: Involve the community in advocacy efforts for the benefit of the communities and citizens living in those communities.
- i. Strategy: If an issue warrants, conduct an issue or housing briefing event for elected and appropriate appointed officials and staff, potential elected officials and select members of the community.

- ii. Strategy: Develop coalitions with other local associations as well as allied industry organizations to promote positive or defeat negative issues impacting real estate.

3. MEMBER SERVICES GOAL. SAR is recognized for providing superior membership value based upon its high quality customer service and valuable, relevant services to its members.

A. Objective: SAR will encourage members to improve their skills and professionalism by providing high quality educational resources to its members.

- i. Strategy: Provide valuable and needed education to the members as the need arises (e.g., continuing education, hot topics, technology training, etc.).
- ii. Strategy: Continue to have WR handle all aspects of Grievance, Arbitration and Professional Standards processes.

B. Objective: SAR will continue to engage its members in association activities by encouraging member involvement and creating leadership development opportunities for the members.

- i. Strategy: Plan and execute on a new member "meet and greet." Ensure that BOD members, committee chairs and vice chairs attend.
- ii. Strategy: Recognize members for their contributions to the association and the community at the weekly meetings and on the FaceBook page; send a press release to the media for public recognition.
- iii. Strategy: Publish a description of committees and distribute to the members via the website.
- iv. Strategy: Each board member to invite not less than one previously uninvolved member to each special SAR function.
- v. Strategy: Officers, committee chairs and committee vice chairs to identify members with needed skills, interest and talents, personally invite those members to volunteer for committee service and other volunteer activities.
- vi. Strategy: Send AE and incoming President to WR leadership meeting.
- vii. Strategy: Investigate funding of AE and President to attend NAR Leadership Summit annually.

- C. Objective: SAR will be an association that pursues and achieves operational excellence.
- i. Strategy: Review committee structure to ensure that the committees are being challenged appropriately for advancing the strategic goals of SAR; and review and modify Bylaws to establish appropriate working committees.
 - ii. Strategy: Core Standards Committee to ensure that SAR will meet all NAR Core Standards in a timely manner on an annual basis.
 - iii. Strategy: Ensure that SAR has appropriate staffing and other resources to achieve the goals established by the Strategic Plan and Core Standards. Budget for and fund required 6 hours of education for the association executive.
- D. Objective: Ensure appropriate resources to manage technology and technology communications; continue a comprehensive plan for member communications incorporating traditional as well as new or emerging platforms; maximize the mobile revolution and engage SAR's members through their mobile devices.
- i. Strategy: Ensure that website remains mobile enabled.

Strategic Plan Certification

This Strategic Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

Board of Directors approval:

Date: _____

President signature

Date: _____

President-Elect signature

Date: _____

Association Executive signature

Date: _____