

Sequim Association of REALTORS®

Strategic Plan 2025 – 2027

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 a 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:** Encourage and increase participation on WR and NAR Calls for Action.
 - i. Strategy:** Educate members on the reasons for issuance and importance of responding to Calls for Action.
 - ii. Strategy:** Utilize available communication tools, including SAR emails, to advertise Calls for Action from WR and NAR.
 - iii. Strategy:** Encourage active participation in the NAR Broker Involvement Program.
 - iv. Strategy:** Consistently achieve an average of 30% participation on WR and NAR Calls for Action.
 - v. Strategy:** Educate and promote the use of the NAR Broker Involvement Program.

b. Objective: Maintain high levels of RPAC fundraising through state association dues billing and allocation. Develop a culture of RPAC understanding and participation.

- i. Strategy:** Provide member political education to increase awareness of the benefits of RPAC, how RPAC can have a positive impact on members' ability to be profitable, and on issues related to the ownership, use and transfer of real property.
- ii. Strategy:** Strive to maintain at least four major investors. (Individual investors of at least \$1000 annually)
- iii. Strategy:** Include an above the line additional RPAC contribution on the annual SAR dues bill. (meaning they are tax deductible)
- iv. Strategy:** Utilize WR and NAR resources to identify legislative "wins" and communicate the realized benefits of investing in RPAC to the communities served by SAR.
- v. Strategy:** Utilize association communication methods (e.g., weekly meetings, hard copy mail, blast email, website, etc.) to promote RPAC and encourage member investments in RPAC.

2. CONSUMER OUTREACH GOAL. Implement community outreach through involvement in local activities and community investments. Involve the community in advocacy efforts for the benefit of the communities and citizens living in those communities.

- a. **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:** Conduct candidate interviews for select positions and invite candidates to address the members at weekly meetings.
 - ii. **Strategy:** Utilize RPAC to fund selected, local candidates.
 - iii. **Strategy:** Encourage members to foster relationships with local elected and appointed officials and attend related public meetings.
 - iv. **Strategy:** Utilize Independent Expenditures (IE) funding from WR or NAR for appropriate campaigns.

- b. **Objective:** Expand advocacy goals through the utilization of state and national resources to have a meaningful impact on local ordinances, laws and policy issues.
 - i. **Strategy:** Apply for and utilize relevant funding sources to identify and address issues impacting real property ownership and the Real Estate Industry in Sequim and the surrounding areas.
 - ii. **Strategy:** Research and utilize REALTOR® Party non-financial resources.

- c. **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.
 - i. **Strategy:** Ensure periodic community involvement through the participation and/or sponsorship of non-need-based activities
 - ii. **Strategy:** Ensure periodic community involvement through the participation and/or sponsorship of local need-based activities.
 - iii. **Strategy:** Promote supported activities on SAR controlled platforms such as: Facebook, SAR Webpage, Instagram, etc.
 - iv. **Strategy:** Secure media opportunities through issuance of press releases and inviting the media to planned community involvement activities.

- d. **Objective:** Be the "Voice for Real Estate" by promoting market statistics, Real Estate trends, Real Estate issues affecting the communities and educating consumers.
 - 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 and local industry organizations to *promote positive* or *defeat negative* issues impacting real estate.
 - 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:** 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.

- vi. **Strategy:** Embed relevant Real Estate links on the SAR website leading to resources such the "REAL Estate Today Show" and the "REALTOR® Content Resource (RCR)".

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.

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

Strategy: Provide valuable and needed education to the members as the need arises (e.g., continuing education, hot topics, technology training, etc.).

Strategy: Continue to have WR handle all aspects of Grievance, Arbitration and Professional Standards processes.

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

Strategy: Plan and execute on a new member "meet and greet." Ensure that BOD members, committee chairs and vice chairs attend.

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.

Strategy: Publish a description of committees and distribute to the members via the website.

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.

Objective: SAR will be an association that pursues and achieves operational excellence.

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.

Strategy: Core Standards Committee to ensure that SAR will meet all NAR Core Standards in a timely manner on an annual basis.

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.

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.

Strategy: Ensure that website remains mobile enabled.

FAIR HOUSING/DIVERSITY, EQUITY, INCLUSION (DEI) GOAL: SAR will annually demonstrate its commitment to Fair Housing and DEI through actionable implementation strategies.

OBJECTIVE: SAR will engage in at least one (1) Fair Housing activity and DEI activity annually which may include, but is not limited to, the following:

Strategy: Measure and assess membership diversity in the association membership and develop an actionable roadmap for local association DEI.

Strategy: Conduct Fair Housing training.

Strategy: Conduct an At Home with Diversity (AHWD®) course.

Strategy: Support our Diversity committee or a Fair Housing Committee.

Strategy: Conduct implicit bias training (e.g., NAR's implicit bias video).

Strategy: Other DEI or Fair Housing activities.

B. OBJECTIVE: DEI BOD GOAL for SAR will annually provide resources or access to leadership development education and/or training for elected REALTOR® leaders regarding DEI, which will include:

Strategy: A commitment to greater DEI among the associations volunteer leadership. NAR will provide tools and resources to help SAR in our identification and recruitment efforts.

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: _____

Treasurer signature

Date: _____

Association Executive signature

Date: _____