

# Cherokee Association of REALTORS®

## STRATEGIC PLAN

Created: December 2014

### FOCUS AREAS:

- (1) FINANCIAL and GOVERNANCE
- (2) GOVERNMENT SERVICES
- (3) MEMBER SERVICES
- (4) PUBLIC / CONSUMER SERVICES

### FINANCIAL and GOVERNANCE

**FOCUS AREA PURPOSE:** *To ensure strict adherence to the association's fiduciary responsibilities*

- **Provide comprehensive Financial Reporting / Ensure fiscal responsibility**
- **Assure compliance with governing documents**

### GOVERNMENT SERVICES

**FOCUS AREA PURPOSE:** *To advocate the ideals of private property rights and the integrity of the real estate industry.*

- **Develop and maintain relationships with local and state elected officials**
- **Engage members in grassroots advocacy**

### MEMBER SERVICES

**FOCUS AREA PURPOSE:** *To engage REALTORS® and Affiliates to maximize the benefits of being a member.*

- **Develop, promote, and maintain services that provide value to all our members**
- **Provide relevant, useful, concise, timely information to target markets**

### PUBLIC / CONSUMER SERVICES

**FOCUS AREA PURPOSE:** *To promote the REALTOR® brand to the public/consumer while enhancing the quality of life in our communities.*

- **Create an alliance with the community and media to promote our public service mission.**
- **Communicate the value of working with a member of CAOR**

# Cherokee Association of REALTORS®

## STRATEGIC PLAN with 2015 OPERATIONAL OBJECTIVES

### **FINANCIAL and GOVERNANCE**

**FOCUS AREA PURPOSE:** *To strictly adhere to the association's fiduciary responsibilities*

#### **Provide comprehensive Financial Reporting / Ensure fiscal responsibility**

1. Confirm with the Audit CPA/Accountant the process for reporting revenue
2. Maintain checks & balances with budget transparency and ensure financial solvency
3. Re-finance the building
4. Increase non-dues revenue
5. Increase ROI on member's dues investment

#### **Assure compliance with governing documents**

1. Provide resources for staff professional development to ensure awareness of state and national compliance requirements
2. Identify, train, and mentor new Leaders (Recruitment / Retention / Diversity)
3. Create a system of accountability within the Leadership to increase value/relevancy with the membership

### **GOVERNMENT SERVICES**

**FOCUS AREA PURPOSE:** *To advocate the ideals of private property rights and the integrity of the real estate industry.*

#### **Develop and maintain relationships with local and state elected officials**

1. Identify and foster existing relationships with government officials/staff
2. Annually identify candidates for RPAC funds
3. Engage with elected officials to share REALTOR® Party concerns during scheduled events (Broker Round-tables. Advisory Council)
4. Provide elected officials with resources (On Common Ground magazine, RPR reports)

#### **Engage members in grassroots advocacy**

1. Promote and increase responses to state and national Calls for Action
2. Expand the Broker Involvement program
3. Host an RPAC Investors Dinner/Reception
4. Inform and educate our members on the value of political engagement

## **MEMBER SERVICES**

**FOCUS AREA PURPOSE:** *To engage REALTORS® and Affiliates to maximize the benefits of being a member.*

### **Develop, promote, and maintain services that provide value to all our members**

1. Seek input from Brokers to increase involvement and gain support (suggestion – DR/Broker Dinner)
2. New Member REALTOR® Pinning - re-establish and invite Brokers to pin new members at Board luncheon
3. Coordinate orientation with existing events
4. Create engaging education and networking opportunities for members
5. Utilize a grassroots campaign to increase member involvement – expand one-on-one engagement with new and non-engaged members
6. Convey membership value (suggestion – REALTOR® Value Promotion Campaign)
7. Provide opportunities/events that engage members and increase interaction between REALTORS® and affiliates (suggestion - New Home Tour, Wine & Beer Snack Socials, Fall CAOR Family Celebration)
8. Develop opportunities for Affiliate recognition / appreciation / exposure

### **Provide relevant, useful, concise, timely information to target markets**

1. Create and maintain a calendar of events
2. Increase awareness of state and national resources
3. Develop a communication strategy to target all segments of our membership
4. Cross promote members (REALTORS® and Affiliates) successes (designations, certifications, expansion)

## **PUBLIC / CONSUMER SERVICES**

**FOCUS AREA PURPOSE:** *To promote the REALTOR® brand to the public/consumer while enhancing the quality of life in our communities.*

### **Create an alliance with the community and media to promote our public service mission.**

1. Engage with more community organizations to promote the value of REALTORS® in Cherokee County (suggestion – develop College Scholarship program)
2. Task the Communications and Marketing Committee Chair to establish a process to create and foster relationships with local media representatives.
3. Establish a Task Force to evaluate community outreach opportunities (timeline / accountability / action focused)

### **Communicate the value of working with a member of CAOR**

1. Promote and share statistics with the media and consumers
2. Promote and share legislative victories with the media and consumers
3. Promote our community and association on the GAR Consumer website
4. Create a REALTOR® Value Promotion Campaign