

Grants Pass Association of REALTORS® Strategic Plan
2011-2012

Goals and Objectives for 2011

1. Create Member Value Proposition
2. REALTOR® Branding Campaign
3. Restructure Committees
4. Non-Dues Revenue
5. Continue Shared Services Opportunities (data, keys, etcl)
6. Education and Training

Goals and Objectives for 2012 (Driven by the Member Value Proposition Philosophy)

1. Ethics and Professionalism
2. REALTOR® Branding Campaign
3. Know Your Peers
4. Non-Dues Revenue
5. Expand Relationship Building with Media

Actions and Implementation for 2011

Create Member Value Proposition – Staff, Member Services and Liaisons

Develop a marketing piece to the members showing value for their dues - Strengthen member communication delivery beyond email and personal contacts. Develop a weekly piece that gives the members updates in a “This week in a Glance” format with all the activities of the Association noted. The Association distributes to all the members but, using company liaisons, the activities are discussed at sales meetings. All of the actions should be with the purpose of promoting “member transparency”.

REALTOR® Branding Campaign – Staff Driven with Committee and membership participation

(Improving the REALTOR® Image in the local, region, state and national communities)

The Association must RECLAIM YOUR BRAND on projects you spearheaded and all future activities must be identified as a REALTOR® project. A few actions to start with:

Better Signage moved closer to the highway

Collaborations and Partnership development, especially with visible projects and programs, will bring more exposure to all REALTOR® members. There should be an effort to draw partners from all related industries to the table to support Association projects and events. The Association becomes known as “the source of all real estate matters”. A Media Breakfast should be held no less than quarterly and the Association’s best spokespersons will present. Information should include not only local statistics but include relevant news on housing issues locally and nationally and how it impacts Grants Pass area. This is also the forum to discuss all upcoming events and projects and who is partnering. Press releases on all activities should then be sent electronically to all media immediately following the Breakfast. Public Relations will be the key to successful exposure and community awareness of how REALTORS® benefit them and the community quality of life. Reporting of all activities should also be sent to OAR and NAR.

Committee Restructure – Staff and Membership Driven

President's appointment of the following standing committees will ease the burden of Member Services and allow for more taskforce approach to projects and activities. This lessens the time commitment by a small group and spreads the ability for more members to dedicate involvement in some task.

Member Services -

Public Relations Taskforce – Carries out all Media and PR activities related to projects

Programs and Meetings Taskforce – membership meetings

Technology Taskforce – Training and networking on all the most current Social Media and Technology tools

Commercial Roundtable – offers networking for those members who work as commercial practitioners and offers opportunities for presentations and programs specific to their needs, gives membership value and networking. This can expand beyond the membership and be inclusive of those from other associations and commercial business.

Broker Roundtable – These should be held on a regular basis to inform and educate Brokers on the Association's action and the industry trends and issues. They can take it back to their agents and information filters down.

More frequent Participant Roundtables to keep them informed and ask them to be liaisons to their agents

Non-Dues Revenue – Staff Driven with assistance and input from members

Association Development of a strong Sponsorship Program that gives higher visibility and networking opportunities to them within the membership. Hold an annual venue strictly for the Program Sponsors that is hosted by the Association and marketed to members to attend. A grand prize drawing for members that they can enter to win if they visit each Program Sponsor.

Growth in the number of Affiliates should continue so as to build a strong base of supporters. Levels of sponsorship can be an option and you can still offer a basic Affiliate program outside of the Program Levels. Every member should ask any related business they work with to be a part. The Association Executive can then follow up the prospect with a letter and then a personal call. Program Sponsors gain visibility through banners, signage, media exposure and the providers of services such as education. They serve on committees/taskforces with members but must NOT be expected to do all the work.

Grants – Staff Driven

Another source of non-dues revenue and available through sources such as NAR, OAR, Housing Trust Funds and many more. GPAR already has programs that qualify for NAR's Housing Opportunities, Diversity (Fair Housing initiatives) and Smart Growth (Legislative, Land and Development issues).

MLS Opportunities – Staff and Board Driven

Continue the Shared Services approach for scale of economies/cost efficiencies

Education and Training – Staff and Members Services

Ramp up training for membership, especially on new technologies and MLS functions

Actions and Implementation for 2012

Ethics and Professionalism – Membership Driven

Train the Trainer

Offer Ombudsman Program Realtor to Realtor

Regional PS Agreement in place

REALTOR® Branding Campaign – Staff and Membership Driven

Expand and grow the 2011 actions

Know Your Peers – Staff and Committee Driven

Networking component which in turn helps deals go together and raise the bar on professionalism

Non-Dues Revenue - Staff and Member Driven

Continue 2011 plan for increasing

Continue expanding Media and Partnership Relationships – Staff and PR

Continue to be “the source”