

Port Angeles Association of REALTORS®

Strategic Plan

2018-2020

MISSION:

Port Angeles Association of REALTORS® unites real estate professionals in the community for the benefit of REALTOR® members and their clients. The Association is dedicated to the preservation and promotion of the right to own, transfer and use real property, to the advancement of professionalism in the industry and is committed to maintaining a high level of ethical business practice.

1. ADVOCACY GOAL. Port Angeles Association of REALTORS® is a leading advocate for private property rights and real property ownership in the community it serves and is 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. Develop a culture of RPAC understanding and participation.
- i. Strategy: Execute on member political education to increase awareness regarding the benefits of RPAC and how RPAC will have a resulting positive impact on issues related to the ownership, use and transfer of real property as well as the real estate industry generally.
 - ii. Strategy: Engage the brokers to assist with education of the agents in their offices regarding RPAC and the benefits to their businesses.
 - iii. Strategy: Create a program for the RPAC chair and/or officers of the association to attend office meetings and discuss the positive impact of RPAC on the members' businesses and profitability.
 - iv. Strategy: Utilize all Port Angeles Association of REALTORS® communication tools (e.g., Facebook, email, website, Twitter etc.) to relay the tangible benefits of RPAC.
 - v. Strategy: Utilize NAR and Washington REALTOR® (WR) resources (e.g., written materials and videos, WR staff members, etc.) to assist with RPAC education and promotion.

- B. Objective: Strive to achieve NAR established goals for participation in NAR and WR Calls for Action.
- i. Strategy: Promote downloading of the REALTOR® Action Center App at General Membership and new member orientation meetings; include instructions regarding how to download the App in an email, on the website and investigate whether it is possible to add information about the App on the MLS landing page.
 - ii. Strategy: Educate the members regarding the value of participation in Calls for Action at General Membership meetings and other meetings when pertinent and timely.
 - iii. Strategy: Create and execute on a communication plan for ensuring high response rates to NAR and WR Calls for Action through the broad utilization of social media, and the Port Angeles Association of REALTORS® website; if possible, utilize the MLS landing page to promote NAR and WR Calls for Action.
 - iv. Strategy: Enroll 100% of Designated Brokers in the Broker Involvement Program; request the brokers to communicate Calls for Action on their own social media sites by reposting and sharing NAR and WR Calls for Action.
- C. Objective: Support private property rights, housing and real property ownership through active campaign assistance for REALTOR® friendly candidates; develop and maintain relationships and communications with local elected and appointed officials.
- i. Strategy: Increase communications with and development of relationships with elected and appointed officials.
 - ii. Strategy: Investigate conducting candidate interviews for races impacting real estate issues and select candidates for RPAC support.
 - iii. Strategy: Survey members to determine which members are involved in political activities as well as those who sit on volunteer boards; create a roster including end dates of service and recruit those members to assist with advocacy goals; recruit members, if possible, to fill positions of expiring terms.
 - iv. Strategy: Create a key contact program and assign a member for each local elected or appointed official serving Port Angeles and the county; each key contact will report issues of importance back to the Board of Directors.
- D. Objective: Expand Port Angeles Association of REALTORS® advocacy goals through the wise utilization of state and national resources and,

as a result, have a meaningful impact on local ordinances and policy issues.

- i. Strategy: Identify projects and apply for appropriate 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.
- ii. Strategy: Investigate additional My REALTOR® Party non-financial resources and annually utilize as many of those resources as feasible.
- iii. Strategy: Apply for Issues Mobilization grants to address issues appropriate for funding as those issues arise; execute on any programs funded through an Issues Mobilization grant.
- iv. Strategy: Investigate the potential for utilization of Independent Expenditure funding of local candidate campaigns.

2. CONSUMER OUTREACH GOAL. Port Angeles Association of REALTORS® is recognized for its value to the community based upon its significant community involvement, community investment, and its superior communications.

- A. Objective: Port Angeles Association of REALTORS® engages in the community, positively impacting the lives of those living in the community and, as a result, improving the image of REALTORS®.
 - i. 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 *Peninsula Daily News* special insert and sponsorship of a breakfast for the winning children, their families and REALTOR® members.
- B. Objective: Increase community investment through organization of either human resources or fundraising for the benefit of local charitable/community organizations or to advance the educational opportunities of students in the community.
 - i. Strategy: Continue conducting the annual Oktoberfest fundraising event benefiting an annually selected charity (one half) and a scholarship fund for high school students seeking post secondary education (one half); membership to select the charity each year; Scholarship Committee to select scholarship recipients from Port Angeles High School recommended students (Notebook selection process) with relationship to REALTOR® members considered in the selection process.

- ii. Strategy: Organize members to participate in a Habitat for Humanity build or other housing related service project. Ensure that members wear REALTOR® logoed tee-shirts or other REALTOR® identifiable apparel.
 - iii. Strategy: Ensure that media is invited to cover events and/or issue appropriate press releases.
- C. Objective: Port Angeles Association of REALTORS® is the “Voice for Real Estate” in the greater Port Angeles market area and will promote market statistics and/or real estate trends and related issues focusing on the consumer impact.
- i. Strategy: Publish local market statistics and real estate related articles in the *Peninsula Daily News* and other print media on a periodic basis (goal is not less than quarterly); duplicate on the association social media sites (e.g., iTunes, FaceBook, LinkedIn, Twitter, etc.) and website; encourage members to personalize and post the statistics and articles on their own websites and social media sites.
 - ii. Strategy: Post links to WR produced videos on the website and social media sites (e.g., iTunes, FaceBook, LinkedIn, Twitter, etc.).
 - iii. Strategy: Create a prerecorded local radio show to air on KONP which includes local market statistics reporting as well as more general information about real estate ownership. Link to the radio show on the website and social media sites.
 - iv. Strategy: Embed the free REAL Estate Today radio audio player to Port Angeles Association of REALTORS® website so consumers can hear the show digitally each week (www.RETRadio.com).
 - v. Strategy: Add the REALTOR® Content Resource widget to the consumer facing website to stream original homeownership content from HouseLogic.com and educate members on how to add the widget to their own websites.
3. **MEMBERSHIP SERVICES GOAL.** Port Angeles Association of REALTORS® is recognized for providing superior membership value based on its high quality customer service, education, technology utilization, leadership development, communications and other valuable, relevant services to its members.

- A. Objective: The Port Angeles Association of REALTORS® is recognized for superior member engagement and for its operational excellence.
- i. Strategy: Continue to utilize mainstream tools of communication (website, email).
 - ii. Strategy: Investigate and develop alternative sources of communications to the members (e.g., social media programming including iTunes, FaceBook, LinkedIn), video conferencing, video messaging, etc.
 - iii. Strategy: Continue affiliate appreciation event annually.
 - iv. Strategic: Continue to hold monthly General Membership meetings, annual Christmas and Awards event.
 - v. Strategic: Consider annually holding other member engagement events (e.g., social, networking events).
 - vi. Strategy: Engage the Designated Brokers in the association through broker meetings according to need, but with a goal of holding monthly meetings per the Bylaws; President or President's Designee to address brokers with information regarding the important work of the association, including roll out of the new Strategic Plan; stress the importance of the Designated Broker involvement in the association and invite their participation.
 - vii. Strategy: Create a plan for systematic roll out of the vision of the association, including elements of the Strategic Plan; personally invite the members to become involved in the association.
 - viii. Strategy: Ensure appropriate resources to meet the Core Standards obligations.
 - ix. Strategy: Adjust Written Policies and Procedures for the Association as needed.
- B. Objective: Encourage members to improve their skills and professionalism by providing valuable and needed educational resources to the members.
- i. Strategy: Continue to provide local educational opportunities and open the same to members from other Associations.
 - ii. Strategy: Continue to have WR handle all aspects of Grievance, Arbitration and Professional Standards processes.
 - iii. Strategy: Contract with a Professional Standards instructor to provide NAR required Code of Ethics training.
- C. Objective: Create Leadership Development opportunities for the members.
- i. Strategy: President and Executive Officer to attend state leadership training; consider sending the President or President

Elect to NAR's Leadership Summit; provide financial assistance for attendance at the meetings.

- ii. Strategy: Actively recruit leadership for committees and the Board of Directors; ensure that each Board member recruits their replacement prior to expiration of their term; provide names to the Nominations Committee.
 - iii. Strategy: Establish position descriptions for the volunteer leadership positions. Ensure that Board of Directors members are appropriately trained into their positions.
- D. Objective: Maximize organizational efficiencies through the potential use of shared services or chapter formations.

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 bi-annually by the Board of Directors. If Revisions or amendments are made to the plan's "Advocacy" or "Consumer Outreach" components. Those revisions should be sent to NAR atcsgrantrequest@realtors.org) for approval.

Board of Directors approval:

Date: 9/12/17

Ly Bedford
President signature

Date: 9/14/17

Janet
President-Elect signature

Date: 9-25-17

Laura Allsanne
Association Executive signature

Date: 9/13/17