



Strategic Plan 2021

Vision:

The Northeast Central Association of REALTORS® advocates for real property rights for the communities in which we live and serve, delivers educational and risk management programs to our members and connects members through various media and events.

MEMBERS: Increase membership participation, Offer educational opportunities for members (Education)	
Goal	Completion Date
Offer 1-2 CE classes that are available at a discounted price or sponsored by an affiliate.	
Offer 1-2 Lunch & Learn sessions about current real estate related topics sponsored by affiliates.	
AE/Leadership Presentation for all members at Broker office meetings annually (Staff/Leadership)	
Conduct annual survey of membership regarding satisfaction and set benchmarks from the results (Staff, Communications)	
Communicate why political candidates are endorsed (Advocacy, Communications)	Ongoing
Summarize high points of NAR and MR communications; distribute timely information to members following state and national meetings (Communications, State Directors)	Ongoing
Create and distribute annual calendar of events for membership	
Promote the benefits of earning an NAR designation (Education)	Ongoing
Continue to engage and recruit younger members for Association leadership (Staff, Recruitment)	Ongoing
Engage with non-member brokerages to encourage and promote Association membership (Staff, Recruitment)	Ongoing
Provide training and education for Committee and Output Group chairs to promote an understanding of purpose and	Ongoing

function (Staff, Leadership, SAC) Develop specific task-related checklist for committees and output groups.	
Create specific volunteer job descriptions needed to assist in recruitment.	Ongoing

BROKERS/BROKERAGE: Promotion to brokers for involvement and engagement	
Goal	Completion Date
Communicate regularly with Brokers regarding changes to the MLS, NAR/MAR Updates, and upcoming events.	Ongoing
Promote NAR and MR Calls-To-Action and RPAC (Advocacy/Communications)	Ongoing

CONSUMERS: Increase public awareness of the Association by being the “Voice of Real Estate”	
Goal	Completion Date
Communicate local market statistics and trends (Staff/Communications)	Ongoing
Use social media (Twitter, Twitter Chat, Google Hangout, LinkedIn, Facebook, Pinterest, and/or Instagram) to share local real estate data insights, and retweet posts from the NAR Media or NAR Research Twitter accounts (Leadership/Communications)	Ongoing
Create a consumer section on website to include home buying tips and advice, benefits of working with a REALTOR®, questions to ask/issues to consider when choosing a REALTOR®. Content resources are available at HouseLogic.com, realtor.com®, and realtor.org.(Communications)	Section created. Updates ongoing.
Work with affiliates to provide educational opportunities to future homebuyers.	

PROFESSIONALISM: Provide education and leadership development education	
Goal	Completion Date
Offer and track local Code of Ethics training to provide value to members (Staff/Education)	Ongoing
Encourage future leadership to attend trainings in conjunction with MR/NAR (Education/Leadership)	Ongoing

TECHNOLOGY: Increase use of electronic and social media presence	
Goal	Completion Date
Maintain interactive website (AE, Communications)	Ongoing
Share information with membership via newsletter and social media (AE, Communications, Leadership)	Ongoing
Increase education opportunities for technology. (Education)	Ongoing

ASSOCIATION: Increase operational excellence of association	
Goal	Completion Date
Update NECAR by-laws (when appropriate) and implement financial policies and procedures (Leadership, Finance)	
Update MLS rules and regulations (when appropriate) (MLS)	
Develop and implement procedure for violations enforcement (Leadership)	Ongoing
Increase revenue outside of membership fees (Staff, Leadership, Finance, MLS)	Ongoing
Ensure AE completes at least six hours of professional development training on an annual basis. (AE, Leadership)	
Ensure Association's records are submitted to MR for an annual compilation report for review. (AE, Finance)	

Core Standards

CONSUMER OUTREACH: Being the "Voice for Real Estate" -- promoting market statistics and/or real estate trends and issues. Community involvement and investment -- promoting the value proposition of using a REALTOR® and/or engaging in community activities which enhance the image of the REALTOR®	
Goal	Completion Date
Use social media (Twitter and Facebook) to share local real estate statistics (Communications)	Ongoing
Enhance community involvement to promote the value proposition of using a REALTOR® and/or engage in community activities that enhance the image of REALTORS®.	Ongoing
Heighten community investment through organizing members to volunteer for a local non-profit (e.g. Habitat –for-Humanity build) or assist with fundraising.	
Apply for a REALTOR® Party Community Outreach grant for a Better Block or a Placemaking Project.	
Encourage local leadership and membership to be involved in another community organization and promote that to REALTORS®.	Ongoing

ADVOCACY: To be seen by the public, media, and elected officials as the leading advocate for private property rights and real property ownership	
Goal	Completion Date
Continue to provide education to members on the importance of the REALTOR® Party by distributing RPAC information via meetings, website and newsletter	Information to be distributed at Awards Banquet & General Membership Meeting
Incorporate into dues billing a voluntary investment for RPAC	Included on 2021 dues invoices
Raise 100% of the established RPAC fundraising goal. Host an RPAC fundraising event or online RPAC auction.	
Distribute copies of On Common Ground magazine to local elected officials	Magazines to be distributed twice in 2021 to local officials
Increase participation rates on NAR and MR Calls-For-Action that are better than the	Ongoing

average participation rate. Promote members to sign up for REALTOR Party text messages at every meeting and through social media.	
Monitor and report REALTOR® Action Center Response Reports at general membership meetings	
Support property rights, housing, and real property ownership by providing active campaign assistance for local political candidates that are friendly to REALTOR® Party issues.	Ongoing
Conduct a voter Registration Initiative or a Get Out and Vote Drive	
Encourage members to vote via newsletter and social media posts	Ongoing
Support Diversity, Equity and Inclusion in all programs and services.	Ongoing
Recognize the significance of the Fair Housing Act and remain committed to offering equal professional service to all in their search for real property.	Ongoing