



## Strategic Plan 2023

### 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.

<b>MEMBERS:</b> Increase membership participation, Offer educational opportunities for members, etc. (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 an annual survey of membership regarding satisfaction and set benchmarks from the results. (Staff, Communications)	
Communicate why political candidates are endorsed. (Advocacy, Communications)	<b>Ongoing</b>
Summarize high points of NAR and MR communications; distribute timely information to members following state and national meetings. (Communications, State Directors)	<b>Ongoing</b>
Create and distribute an annual calendar of events for membership.	
Promote the benefits of earning an NAR designation. (Education)	<b>Ongoing</b>
Continue to engage and recruit younger members for Association leadership. (Staff, Recruitment)	<b>Ongoing</b>
Engage with non-member brokerages to encourage and promote Association membership. (Staff, Recruitment)	<b>Ongoing</b>

Provide training and education for Committee and Output Group chairs to promote an understanding of purpose and function. Develop specific task-related checklists for committees and output groups. (Staff, Leadership, SAC)	<b>Ongoing</b>
Create specific volunteer job descriptions needed to assist in recruitment.	<b>Ongoing</b>

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

<b>CONSUMERS:</b> Increase public awareness of the Association by being the “Voice of Real Estate.”	
<b>Goal</b>	<b>Completion Date</b>
Communicate local market statistics and trends. (Staff/Communications)	<b>Ongoing</b>
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)	<b>Ongoing</b>
Create a consumer section on the 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)	<b>Ongoing</b>
Work with affiliates to provide educational opportunities to future homebuyers.	

<b>PROFESSIONALISM:</b> 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

<b>TECHNOLOGY:</b> Increase use of electronic and social media presence.	
Goal	Completion Date
Maintain an 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

<b>ASSOCIATION:</b> 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 procedures 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)	
Conduct an annual AE performance review. (AE, Leadership)	
Ensure Association's records are submitted to MR for an annual compilation report for review. (AE, Finance)	

**Core Standards**

<b>CONSUMER OUTREACH:</b> 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 and/or real estate trends and issues. (Communications)	<b>Ongoing</b>
Check at least two (2) activities the association has completed demonstrating the association's involvement and/or investment in the community. 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®, such as organizing human resources (e.g., participating in a Habitat for Humanity build) or conducting fundraising activities to benefit local community or charitable organizations.	
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®.	<b>Ongoing</b>

<b>ADVOCACY:</b> 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.	
Incorporate into dues billing a voluntary investment for RPAC.	

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.	<b>Magazines to be distributed twice in 2023 to local officials.</b>
Increase participation rates on NAR and MR Calls-For-Action that are better than the average participation rate. Promote members to sign up for REALTOR Party text messages at every meeting and through social media.	<b>Ongoing</b>
Monitor and report REALTOR® Action Center Response Reports at general membership meetings.	<b>Ongoing</b>
Support property rights, housing, and real property ownership by providing active campaign assistance for local political candidates that are friendly to REALTOR® Party issues.	<b>Ongoing</b>
Conduct a minimum of (2) voter Registration Initiatives or a Get Out and Vote Drives.	
Encourage members to vote via newsletter and social media posts.	<b>Ongoing</b>
Support Diversity, Equity and Inclusion in all programs and services.	<b>Ongoing</b>
Recognize the significance of the Fair Housing Act and remain committed to offering equal professional service to all in their search for real property.	<b>Ongoing</b>