

FAYETTE REALTORS STRATEGIC PLAN

Revisions approved by the Board of Directors on August 19, 2019



Board Mission Statement

The mission of the Fayette County Board of REALTORS® is to provide members with the resources that enable them to conduct business with professionalism, integrity and competency. We strive to protect Private Property Rights; to be the voice of real estate in issues that affect our profession; to serve our communities; and to educate the public as to the benefits of working with a REALTOR®.

Vision Statement

To provide the services and tools which maximize members' productivity and profitability

KEY RESULT AREAS

The Strategic Planning Committee members will serve as the Strategic Plan oversight group to ensure that the following issues are developed, implemented and monitored. All areas will be overseen by the vice-presidents, who'll work with their committees to complete objectives by **December 31, 2019**.

- 1) Administration and Finance
- 2) Governmental Affairs
- 3) Member Services
- 4) Professional Development

ADMINISTRATION AND FINANCE

PURPOSE: Fayette Realtors are accountable for governance, financial stability and Board operations.

OBJECTIVES:

- A) Ensures the budget supports the Fayette REALTORS® purposes and objectives (A1, A2)
- B) Effectively monitor all areas of risk management (B1, B2, B3, B4, B5)
- C) Increase non-dues revenue (C1)
- D) Monitor effectiveness of the Governance and Committee Structure (D1, D2, D3, D4)

STRATEGIES:

- B5) Develop an internal operations manual (AE by Jan-Dec 2021)
- D4) Clearly define the BOD attendance policy for Chairs/Vice-Chairs and Guests to include signing of the confidentiality agreement (Executive by Jan 2019)

GOVERNMENTAL AFFAIRS

PURPOSE: Fayette Realtors influence governmental and political issues impacting the public and our members. We promote our profession and protect property rights.

OBJECTIVES:

- A) Review the agendas of all upcoming council, planning and zoning and school board meetings to identify issues of interest (A1, A2)
- B) Identify all members serving on local boards and commissions
- C) Monitor vacancies on local boards and commissions and encourage Realtors to seek appointment.
- D) Identify local people and/or Realtors® to run for public office (D1)
- E) Increase RPAC participation goal to 75% by December 2019
- F) Increase Realtor® Awareness to promote RPAC participation

STRATEGIES:

- A1) Develop a plan of action for reporting on local issues affecting the community. (VP & Chair of Political Action by Jan 2019)
- A2) Continue to monitor local issues that affect the Realtor industry and inform members and the public on an ongoing basis. (Political Action)
- D1) Identify at least two people for a local office and encourage them to attend the GAR Candidate Training Course by August 15. (Political Action)
- G1) Create a Realtor Awareness Program and seek opportunities to promote the Realtor difference at community events / publications. (Public Relations)
- G2) Create Realtor talking points. (Executive by Mar 2019)
- G3) Create Consumer Awareness Campaign to distinguish the difference between Realtors and real estate licensees (Public Relations by May 2019)

MEMBER SERVICES

PURPOSE: Fayette Realtors® effectively communicates and promotes the role of the Board and the Realtor® difference to our members.

OBJECTIVES:

- A) Increase Broker involvement by effectively communicating the value of Board membership (A1, A2, A3, A4, A5)
- B) Advance member communications (B1, B2, B3, B4)

STRATEGIES:

- A4) Schedule one-on-one Broker office visits (FCBR Leadership)**

PROFESSIONAL DEVELOPMENT

PURPOSE: Fayette Realtors® challenge and inspire our members to enhance their knowledge, professionalism, integrity and accountability.

OBJECTIVES:

- A) Recruit, develop and nurture members to serve as dynamic leaders (A1, A2, A3)
- B) Promote / provide educational opportunities (B1, B2)
- C) Actively recognize membership achievements (C1)
- D) Engage members by enhancing their return on investment (D)

STRATEGIES:

SPECIFIC ISSUES STILL TO BE ADDRESSED

- A) Determine use for land in Tyrone (A1)**
 - A1) Monitoring new developments and strategy is on-going
- B) Current and future space needs (B1, B2) KEEP**
- C) Current and future staffing needs (C1)**