

# Washington Beaufort County Board of REALTORS®

## Strategic Plan 2015-2017

**MISSION:** The mission of the Washington Beaufort County Board of REALTORS® (WBCBR) is to provide members with resources that will enable them to enhance their professional growth and prosperity; to promote and enforce ethical standards; and to be a continuing source of data and information concerning issues impacting real estate thereby encouraging and protecting private property rights.

1. ADVOCACY GOAL. WBCBR will be seen by its members, the public, and media, elected and appointed officials as the leading advocate for private property rights and real property ownership.
  - A. Objective: WBCBR will have a meaningful impact on local ordinances, laws and policy issues.
    - i. Strategy: Identify local issues and programs that are appropriate for NAR Homeownership, Smart Growth, Place Maker and Diversity grants and apply for funding. Plan and execute programs utilizing the grants received.
    - ii. Strategy: Foster relationships with local elected officials and offer information and support related to REALTOR® issues. Be the most sought after and trusted source of information for all issues related to the real estate ownership and the use or transfer of real property.
    - iii. Strategy: Promote participation in NAR's Broker Involvement Program, educating members regarding the value of the program and actively enrolling as many brokers and possible during

association meetings. Utilize the Broker Involvement Program to communicate and activate NAR, NCAR and RMAAR calls for action.

iv. Strategy: Ensure timely communication to the members of all Legislative updates published by NCAR.

B. Objective. WBCBR will achieve participation rates at or better than state average participation rates in NAR and NCAR Calls for Action.

- i. Strategy: Synopsise issues into easy to communicate "sound bites"; utilize all association communications tools to encourage participation in outstanding Calls for Action.
- ii. Strategy: Encourage members to download the REALTOR® Action Center app at every meeting and all educational events.
- iii. Maximize NAR's Broker Involvement Program by encouraging Brokers in Charge to sign up for the Broker Involvement Program and request the Brokers in Charge to promote Calls for Action in their office meetings, through their social media sites, etc.

C. Objective: WBCBR will support property rights, housing and real property ownership by providing active campaign assistance for local political candidates and wise utilization of state and national resources.

- i. Strategy: Review and eliminate any policies or bylaw provisions that prohibit political activity by the association.
- ii. Strategy: Conduct select candidate interviews (through written questionnaires and/or in face-to-face meetings) to determine candidate positions on issues impacting real property ownership and rights as well as the real estate industry. Request RPAC funding for appropriate candidates.
- iii. Strategy: Investigate sponsorship of candidate forums for select offices; ensure that the forum is limited to real estate issues and invitations are extended for member attendance only. Look at serving each of the many association served communities with this service, as appropriate.
- iv. Strategy: To ensure political activities and interest are promoted in all the areas served by WBCBR, investigate the potential for reorganizing the WBCBR board of directors to include board positions for outlying communities.

- v. Strategy: Conduct a regular voter registration program, providing voter registration materials to agents to include in closing packets.
- vi. Strategy: Provide election information (e.g., where to vote, early voting dates and sites etc.) via WBCBR's website and social media sites
- vii. Strategy: WBCBR will raise not less than 100% of their NAR established RPAC goal annually.
  
- viii. Strategy: Include a recommended RPAC investment "above the line" on the annual dues bill that reflects the required per member amount to reach the association RPAC goal.
  
- Viii. Strategy: In conjunction with NCAR conduct a RPAC fundraising raffle.
  - X. Strategy: Develop and execute on an ongoing recognition program to recognize and thank individual investors and firms that promote to their agents the importance of investing.
  - XI. Strategy: Develop and execute on a program to annually increase the number of \$99.00 investors.

**2. CONSUMER OUTREACH GOAL: WBCBR is recognized for its value to the community based upon its high quality communication, community involvement, and community investments.**

A. Objective: WBCBR will be the "voice for real estate" in the entire geographic area served by the association through the promotion of industry statistics and trends.

- i. Strategy: Seek opportunities for press interviews by the President or the President's designee. Utilize the opportunities to provide context to local real estate data and or trends. Utilize NAR media talking points to assist leaders in preparing for interviews.
- ii. Strategy: Seek opportunities for earned and paid media space in WDN and Cox Communication newspapers, radio and TV and with other media providers serving the geographic area, ensuring

communication of issues and events of concern to real property rights and/or the real estate industry (e.g., educating the public).

- ii. Strategy: Investigate the viability of creating a blog on WBCBR's public facing website. Ensure that there is no ability for public comment unless there is a way to monitor the posts prior to publication.
- iv. Strategy: Utilize WBCBR social media sites to promote statistical information and trends.
- v. Strategy: Promote the North Carolina Homeowners Alliance ability to create individual landing pages for members as a way to communicate issues of importance to property owners and seek appropriate training from NCAR's field team on the efforts of the North Carolina Homeowners Alliance.
- vi. Strategy: Request Homeowners Alliance to participate in festivals for educating the public on issues of importance to property owners (e.g., Summer Festival, Smoke on the Water, Music in the Streets, Bathfest, Belhaven Pirates on Pungo, etc.).

B. Objective: Promote the value proposition of using a REALTOR® and/or engage in community activities that enhance the image of the REALTOR®.

- i. Strategy: Seek out opportunities for earned media. Ensure that all charitable activities engaged in by WBCBR are covered by print, radio and/or televised media.
- ii. Strategy: Create a community impact program that focuses all community activities on an annual theme (e.g., children, crime, community beautification, etc.)
- iii. Strategy: Create a local social responsibility report that advances to the work of the association and its members. Make the report available to members to distribute to consumers and elected or appointed officials.
- iv. Strategy: Utilize APD Solutions Housing Study to determine targeted areas of opportunity and focus association planned community activities to assist and aid in community development in those areas.

- v. Strategy: Research and determine a community improvement project that would qualify for NAR Place Maker Grant funding. Apply for the grant and execute on the project.
- vi. Strategy: Continue to promote REALTORS® Fair Housing Month by providing to public access television a power point covering the issue of fair housing.
- vii. Strategy: Donate food to Eagles Wings Soup Kitchen. Contact local food pantries to seek additional opportunities to assist in feeding the hunger challenged population.
- viii. Strategy: Promote involvement and support of the Annual Golf Tournament to raise funds for the Homes4NC grant program.
- ix. Strategy: Request a matching grant from Homes4NC to help build a Habitat for Humanity home in Beaufort County.

- C. Objective: Heighten community investment through organization of members or fundraising activities for the benefit of local charitable/community organizations.
  - i. Strategy: Consider fundraising for and funding of other charitable causes based upon written proposals for assistance that are received during each planning year.

**3.MEMBER SERVICES GOAL. WBCBR is recognized for providing superior membership value based upon its high quality customer service and valuable, relevant services to its members.**

- A. Objective: Ensure that programs, products and services meet the needs of the members
  - i. Strategy: Organize and conduct three social activities each year including and event in the Spring/Summer, the Annual Banquet and a Holiday event.
  - ii. Strategy: Engage the affiliate membership in all meetings and pursue sponsorship opportunities for the affiliates.
  - iii. Strategy: Investigate the possibility of partnering with NCAR to sponsor designation courses.
- B. Objective: Ensure the viability and best member benefits of MLS services by analyzing whether the best services are rendered through continuing the existing MLS service or development of a

Regional, State or National MLS and/or Sharing MLS data with neighboring boards.

- C. Objective: To the extent possible, ensure diversity of participation from each community served by WBCBR in the activities of the board.
- D. Objective: Encourage annual participation by a member in the North Carolina Leadership Academy. Investigate the possibility of creating a funding mechanism for the participant in exchange for a promise of service to the WBCBR.
- E. Objective: During new member orientation, encourage new members to volunteer for association service. At each new member orientation an WBCBR officer will attend a part of the meeting to assist with explaining the benefits of participation in the association. Investigate expanding the new member orientation.
- F. Objective: Ensure higher professional standards through continuing professional standards education and timely processing of ethics and arbitration complaints filed by members and the public.
  - i. Ensure that all Board of Directors and committee members attend NCAR sponsored Code of Ethics and Professional Standards training as needed.
  - ii. Ensure website allows for the filing of complaints.
  - iii. Review and modify policies and bylaws as needed to create and appoint both a Grievance Committee and Professional Standards Committee.
  - iv. Ensure that Quadrennial and new member Code of Ethics training is completed as appropriate by every member.
- D. Ensure that the WBCBR Association Executive is a Certified Professional Standards Administrator.
- G. Objective: WBCBR will be an association that pursues and achieves operational excellence.
  - i. Review and update as appropriate the WBCBR Ensure that a financial review of the financials of WBCBR be conducted annually.
  - ii. Create and follow an annually adopted budget for both the MLS and the Association. Involve the Treasurer in creation of the budgets.
  - iii. Update all Financial Policies to ensure they are in compliance with NAR's Core Standards.

### 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 annually by the Board of Directors and submitted to NAR for approval.

Board of Directors approval:

Date: 2/13/2015

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President signature

Date: 2/18/2015

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President-Elect signature

Date: 2/18/2015

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Association Executive signature

Date: 2/18/2015