

Dearborn Area Board of REALTORS®

Strategic Plan

Adopted December 20, 2007

Mission

The mission of the Dearborn Area Board of Realtors is to be a unified community of real estate professionals created to support, educate and promote members; to inspire leadership and enhance professionalism; to maintain the highest standards and integrity through the enforcement of the Realtor Code of Ethics; to promote Realtors as knowledgeable and essential to the real estate transaction; and to advocate on behalf of homeownership and the interests of private property owners.

Goal 1: Expand educational opportunities for the members

Strategy A: Better communicate to the members the courses that are available.

Strategy B: Identify a list of local facilities capable of holding educational events of various sizes and the cost of these facilities.

Strategy C: Develop a program to promote advanced designation courses and outline for the members the prerequisites needed to enroll in these courses.

Strategy D: Develop a method of recognizing members with designations and promote the importance of designations and advanced education to the public.

Strategy E: Explore unique methods of offering GRI and other courses as a way of encouraging greater attendance.

Strategy F: Host a “Brokers Forum” to discuss Broker support of advanced designations and encourage Brokers to offer two-way incentives whenever possible.

Goal 2: Address member apathy

Strategy A: Create business meetings with issues of substance and ensure that all members are aware of the programs being presented.

Strategy B: Replace the Holiday Party with a general membership meeting in January recognizing the leadership team and introducing the Board's goals for the upcoming year.

Strategy C: As a pilot program, develop a list of association issues and talking points and ask each member of the Board of Directors to attend two office meetings to which they have been invited. Directors will discuss Board issues and report back to the Directors what they have learned.

Strategy D: Develop a strategy to win the Brokers back through providing value to them. Survey the Brokers to determine their needs, develop new programs to address these needs and reinstate Broker meetings. If the Brokers don't come to the table, go to them.

Strategy E: Establish a liaison at each office responsible for conveying Association information to the agents.

Goal 3: Improve communications between the Association and the member

Strategy A: Expand our member only Website making it more interactive.

Strategy B: Add e-Commerce allowing members to pay dues on line, purchase supplies and register for meetings and seminars.

Strategy C: Re-establish the newsletter using headlines on the opening page linked to the full story.

Strategy D: Appoint an Ad Hoc Committee to address the issue of ever changing e-mail addresses. Develop a program to educate the members regarding the importance of maintaining open and consistent communications.

Goal 4: Review our new agent orientation program and expand it to provide more complete information.

Strategy A: Establish a written waiver policy to address members coming in from other associations.

Strategy B: Appoint an Ad Hoc Committee to develop a curriculum addressing all things new agents need to know in order to sell real estate locally.

Strategy C: Host a Broker Meeting and share with them the curriculum developed by the Ad Hoc group. Seek Broker support in teaching the curriculum and requiring new agent participation as a way of improving local professionalism and reducing liability.

Goal 5: Increase committee participation and meeting attendance

Strategy A: Inform the members which association meetings are open to them.

Strategy B: Post the agendas of all upcoming meetings on the Association Website.

Strategy C: Establish a member profile with photo and encourage all members to submit it on line. Use the member profile to assist with committee appointments.

Strategy D: Employ a combination of Committees and Task Forces as a way of appealing to a broader range of members willing to commit to different levels of service.

Strategy E: Recognize the service of all who volunteer.

Strategy F: Appoint a Task Force to explore the establishment of an annual “Dearborn Area Board of REALTORS Honor Society” awarding points to members who serve on committees, attend meetings, achieve designations, etc.

Goal 6: Improve the image of REALTORS in the community

Strategy A: Create a program to educate the public as to why they should use a REALTOR.

Strategy B: Provide accurate information to the public regarding the purchase and sale of property.

Strategy C: Provide local data on the housing market and the value of investing in real estate.

Strategy D: Take a position on legislative and regulatory issues that impact the housing market and private property rights. Educate the public regarding the positions we take.

Strategy E: Become a resource to local government for all housing issues. Involve more members in this process.

Strategy F: Employ the use of NAR's "Action Alert" system to help get the word out on important issues.

Goal 7: Increase local use of new technology tools

Strategy A: Educate the members regarding the prospect functions of the MLS.

Strategy B: Keep members up to date regarding new and developing technology.

Strategy C: Make members aware of the on-line affinity discounts offered on REALTOR.org.

Strategy D: Appoint an Ad Hoc group to investigate "Social Media". Using actual examples, present a program on how Social Media will impact their business in the coming months.

Strategy E: Consider hosting a Technology Fair for the members.

Goal 8: Increase participation in RPAC

Strategy A: Educate the members regarding the use of RPAC funds.

Strategy B: Develop an explanation of how REALTORS benefit from RPAC contributions.

Strategy C: Explain the “Issues Mobilization” program and how dues contributions are used. Use clear examples of former successes.