

2017 Strategic Plan Dearborn Area Board of REALTORS®

Mission: The mission of the Dearborn Area Board of REALTORS® is to support, educate and promote members; to inspire leadership and enhance professionalism; to maintain the highest standards and integrity through the enforcement of the REALTORS® Code of Ethics; to promote REALTORS® as knowledgeable and essential; and to advocate on behalf of homeownership and private property owners.

Prioritized Goals and Objectives

Goal 1: *CODE OF ETHICS.* Inform and educate DABOR members on how to increase their professionalism and ethical standards, as well as adhere to the NAR Code of Ethics.

Objective 1: Continue to offer and evaluate classes locally and inform members of available educational opportunities and technologies outside DABOR through NCI Associates, Ltd.

Strategy 1: Determined by Professional Standards Committee & Staff

Time frame: Ongoing

Manager: Professional Standards Committee & Staff

Objective 2: Publish legal updates, questions & answers, risk management and fair housing education opportunities for members (e.g., April is Fair Housing Month) in Board newsletter

Strategy 1: Solicit information from Affiliates and industry experts and join the Fair Housing Center of Metropolitan Detroit

Time frame: Ongoing

Manager: Staff, Professional Standards Committee

Objective 3: Evaluate and enhance New Member Orientation with the DABOR value proposition.

Strategy 1: Revisit courses, policies and delivery of classes.

Time frame: January, 2018

Manager: Staff and President

Objective 4: Provide new and continuing member NAR Code of Ethics training as required by Article IV of the NAR Bylaws.

Strategy 1: Provide an orientation program on the Code of Ethics of not less than 2 hours and 30 minutes of instructional time through classroom, home study or Internet based instruction.

Strategy 2: Provide NAR Code of Ethics training (formerly known as *Quadrennial Code of Ethics* training) every two years by contracting with a private school approved to offer the program by NAR with CE credit or online.

Strategy 3: Continue to utilize orientation instructors on a quarterly basis, for Code of Ethics training using NAR approved material for new DABOR members.

Time frame: Immediate

Manager: Staff and Executive Committee

Objective 5: Enforce the NAR Code of Ethics for membership.

Strategy 1: Utilize the *NAR Code of Ethics and Arbitration Manual – 2017* to provide due process for ethics and arbitration complaints.

Strategy 2: Utilize the Michigan REALTORS® version of the NAR Manual to assure compliance with the Michigan Arbitration Act.

Strategy 3: Appoint members to the Professional Standards and Grievance Committee, provide training and administer with staff and Board of Directors approval.

Strategy 4: Provide Mediation services to membership as required by Article IV of the NAR Bylaws and utilize Michigan REALTORS® facilitators to train Mediators

Time frame: Immediate

Manager: Staff and Executive Committee

Goal 2: *ADVOCACY.* The DABOR will be seen by the public, media and elected officials as the leading advocate for private property rights and real property ownership.

Objective 1: Raise 100% of the established annual fundraising goal of RPAC.

Strategy 1: Continue to use the Michigan REALTORS® dues billing forms which include the NAR recommended RPAC contribution on the DABOR Annual Dues Billing Statement “Above the Line”.

Strategy 2: Promote RPAC contributions above the “Fair Share” level annually through general membership meetings, major investor dinners, newsletters, website, office visits by RPAC committee and Board of Directors.

Strategy 3: Promote the benefits of RPAC dollars with material provided by NAR and the Michigan REALTORS® through communication at general membership

meetings, broker meetings, new member orientation, DABOR social media, and special events and through the use of infographics.

Strategy 4: Include a “Major RPAC Investment” of \$1,000 from the DABOR as part of the annual DABOR budget and promote to Board of Directors.

Strategy 5: Recognize DABOR members who have contributed as “Major Investors” or “above the line” on their annual dues billing with personal notes from the DABOR President, special announcements, newsletters, DABOR website recognition and at membership meetings.

Strategy 6: Advocate the benefits of RPAC dollars and utilize NAR and Michigan REALTORS® information and communications at General Membership meetings, committee meetings and scheduled DABOR events.

Time frame: Immediate and Ongoing

Manager: Staff, Board of Directors and Government Affairs Committee

Objective 2: Achieve participation rates on NAR and Michigan Association of REALTORS® “Calls for Action” that are higher than average rates.

Strategy 1: Ask DABOR members to download and use the REALTOR® Action Center App at General Membership meetings, email, website, newsletters, office meetings, educational/committee events and new member orientation.

Strategy 2: Encourage brokers to sign up for the Broker Involvement Program so “Calls to Action” originate from the principal broker.

Strategy 3: Speak with every DABOR member and other influential REALTOR® members to promote “Calls for Action” on their personal social media sites.

Strategy 4: Utilize all DABOR communication vehicles to promote REALTORS® to respond to all “Calls for Action.”

Time frame: Immediate and Ongoing

Manager: Staff, Board of Directors and Government Affairs Committee

Objective 3: Support property rights, housing and real property ownership by providing “Active” campaign assistance for local political candidates that are friendly to REALTOR® Party Issues.

Strategy 1: Conduct candidate interviews as needed for the purpose of endorsement and promotion of candidates.

Strategy 2: Conduct “Meet the Candidate” forums and endorsement, demonstrate REALTOR® Party initiatives having members testify on proposed local real estate related ordinance or regulation.

Strategy 3: Work with DABOR members who currently serve on City Council, as State Representatives, Zoning Board and Planning Commission to advocate the rights of private property owners.

Time frame: Immediate and Ongoing

Manager: Staff, Board of Directors and Government Affairs Committee

Goal 3: CONSUMER OUTREACH. The public and local media will see DABOR as the primary source of accurate real estate information, statistics and data.

Objective 1 (Voice for Real Estate): Be the “Voice for Real Estate” and promote market statistics through Realcomp and/or real estate trends (NAR Talking Points) and issues as they impact the public.

Strategy 1: Provide press releases to local media with Multiple Listing Service (MLS) data through Realcomp, NAR/Michigan REALTORS® reports, local real estate news and statistics to *The Press & Guide*, *The Times Herald* and *Arab-American News*.

Strategy 2: Continue the use of social media through *Facebook*, *Twitter*, *YouTube* and *Pinterest* through the use of NAR Talking Points and Michigan REALTORS® Public Policy Statement and legal updates.

Strategy 3: Provide DABOR’s electronic newsletter to community leaders, news media, broker members and their administrative staff.

Strategy 4: Work with the Cities of Dearborn and Dearborn Heights Inspection Departments in the policies that affect the local real estate industry.

Time frame: Immediately and Ongoing

Manager: Staff, DABOR members on Rental Task Force and various committees

Objective 2 (Community Involvement): Promote and enhance the value proposition of using an DABOR member by engaging in community activities which enhance the REALTOR® image.

Strategy 1: Participate in *Habitat for Humanity*.

Strategy 2: Provide FREE Tax Appeal Seminar for local residents.

Strategy 3: Continue participation in community outreach with Dearborn Boys & Girls Club clean-up and renovation projects.

Strategy 4: Conduct *First Time Homebuyers Seminar* FREE to the public at city library (utilizing member brokers, mortgage lenders, title companies and home inspectors)

Strategy 5: Provide information on social media (e.g., Facebook, Twitter) utilizing NAR and Michigan REALTOR® talking points.

Time frame: Immediately and Ongoing

Manager: Staff and Executive Committee

Objective 3 (Community Investment): Strengthen community investment by organizing human resources or fundraising for the benefit of charitable/ community organizations.

Strategy 1: Continue involvement in Homeless Veterans and local food pantry.

Strategy 2: Continue involvement with Firefighters Burn Drive.

Strategy 3: Conduct annual Turkey Drive in November to provide 100 turkeys and a \$1,000 donation to the local food pantry.

Strategy 4: Continue the relationship with the Marines *Toys for Tots* program and solicit toys from members attending the annual DABOR December meeting.

Time frame: Ongoing

Manager: Staff and Task Forces

Objective 4 (Advocacy Efforts): Engage the public in legislative/political issues that impact local real estate.

Strategy 1: Open dialogue with the City of Dearborn regarding home inspection escrow for repairs (e.g., \$35,000 price for home with \$40,000 required escrow); reduce the processing fee of \$400 to \$295; work with Director of Residential Services, City of Dearborn to expand home ownership rather than limit it by large city fees.

Strategy 2: Attend city council and township meetings and other civic meetings to promote REALTOR® awareness, causes and the REALTOR® value proposition.

Strategy 3: Promote NAR “Talking Points” and Michigan REALTORS® Public Policy Statements by DABOR spokespersons (e.g., President, Executive Vice President)

Strategy 4: Provide membership with FREE Education Fridays covering topics such as air quality and radon, HUD and Michigan State Housing Development Authority properties.

Strategy 5: Conduct Annual Candidate Forum and Endorsements.

Time frame: Throughout the year as needed

Manager: Staff and Government Affairs Committee

Goal 4: OPERATIONAL. DABOR will provide a stable entity for its membership that will support its operation now and in future years through local, state and national affiliation.

Objective 1: UNIFICATION EFFORTS AND SUPPORT OF REALTOR® ORGANIZATION

Strategy 1: Continue to retain legal counsel on an annual basis who is local, has state/national experience and is well versed in REALTOR® issues, real estate law, Michigan license law & rules, NAR Code of Ethics and Professional Standards, risk management and association governance.

Strategy 2: Adopt and maintain corporate documents, policies and procedures that conforms to local, state and Federal laws and related requirements.

Strategy 3: Timely file legally required reports and documents for state corporation reporting and state/Federal tax returns.

Strategy 4: DABOR shall appoint a Strategic Planning Committee on an annual basis for the purpose of creating and adopting a one-year Strategic Plan with an *Advocacy* component which meets the needs of membership and NAR core standards.

Strategy 5: DABOR will ensure that its Executive Vice President completes at least six hours of REALTOR® association professional development on an annual basis through a state, regional or national offering of NAR approved training.

Strategy 6: DABOR will promote through its website, newsletter, meetings and social media to its membership on an ongoing annual basis the importance of participating in any NAR-conducted effort to assess the members understanding of the overall *Value Proposition* provided by all three levels of the REALTOR® organization.

Strategy 7: DABOR will utilize the State of Michigan's Department of Licensing & Regulatory Affairs (LARA) website, as well as the Michigan REALTORS® source of information, to identify licensees within the DABOR area who are in *Limited Function Referral Organizations (LFRO)* for the purpose of inviting their participation in the REALTORS® political advocacy with "Calls for Action" and/or contributions to "Political Advocacy Funds" (PAF)

Strategy 8: To ensure proper dues reporting and collection, DABOR will review minimum, semi-annually, or on a needs basis if necessary, the Department of LARA list (or list provided by the Michigan REALTORS®) of member broker-owners and those *Non-Member Licensees* employed under their state Broker I.D. number.

Time frame: Immediate

Manager: Executive Vice President, Executive Committee with Legal Counsel

Objective 2: Provide updated **TECHNOLOGY** to service DABOR member needs in daily communication, professional standards and risk management.

Strategy 1: To continue the use of an interactive DABOR website which features active links to the Association Bylaws, Professional Standards Forms and Local Complaint Filing Procedures, NAR Code of Ethics, Fair Housing Information and Reporting Procedures, NAR and MR sites which feature member Programs, Products and Services.

Strategy 2: Member communication will continue to utilize the present internet

based email system for all official correspondence, broadcast and notices.
Strategy 3: Provide a Work Pod at the DABOR office for member use and convenience.

Time frame: Ongoing
Manager: Executive Vice President and Staff

Objective 3: DABOR shall annually demonstrate **FINANCIAL SOLVENCY** to its members and Board of Directors.

Strategy 1: Adopt financial policies to ensure the fiscal integrity of the DABOR financial operations which includes fraud awareness and prevention, handling of all monies (in and out), opening of mail, payment of bills and invoices, bank deposits, budget policies, travel policies, investments, reserve level, compensation, conflict of interest, whistleblower policy, document retention and bankruptcy policy.

Strategy 2: Annual submission to the Board of Directors, and membership upon request, a CPA report which is either an Audit Opinion or an Accountant's Review.

Time frame: Ongoing and Continual
Manager: Staff, Board of Directors, Legal Counsel and CPA

Goal 5: ORGANIZATIONAL SUCCESS. To facilitate the productivity and profitability of DABOR members and the viability of the Board.

Objective 1: Evaluate each program and service DABOR offers and their related committees/task forces.

Strategy: Conduct membership surveys.

Time frame: Ongoing and Annual
Manager: Staff and Board of Directors

Objective 2: Work to build and retain DABOR membership.

Strategy 1: Promote opportunities in the real estate profession and the advantages of belonging to DABOR.

Strategy 2: Establish annual DABOR recognition of volunteer members.

Time frame: Immediate and Ongoing
Manager: Staff, Executive Committee and Board of Directors

Objective 3: Investigate new sources of discounts and other promotions to

members, including increasing Affiliate membership.

Strategy 1: Obtain new Affiliate members.

Strategy 2: Continue to review new member service possibilities.

Time frame: Ongoing

Manager: Staff and Board of Directors

Objective 4: Continue to look for new tools to partner on initiatives designed to save money for members.

Strategy: Promote Michigan REALTORS® and NAR member programs, as well as solicit community partners.

Time frame: Ongoing

Manager: Executive Committee

Objective 5: Inform members of available DABOR resources and professional development opportunities.

Strategy 1: Provide information at new member orientation.

Strategy 2: Provide information to existing members at General Membership Meetings, workshops at DABOR office classroom and Annual Meeting.

Strategy 3: Offer, promote, or provide opportunities for member's professional development annually through obtaining professional designations (e.g., GRI, CRS, CRB, ABR, LTG) by attending DABOR sponsored courses, Michigan REALTORS®, Women's Council of REALTORS®, Council of Residential Specialists or Real Estate Business Institute courses.

Time frame: Ongoing

Manager: Staff and Professional Development Committee

Objective 6: Provide resources for or access to leadership development education or training for their elected REALTOR® leaders, and document those resources.

Strategy 1: Contract with an outside provider to conduct annual leadership training for all officers, directors, committee chairs and the executive officer with a binder for all written reference materials (i.e., bylaws, policies & procedures, leadership guidelines, director liability, antitrust). (Minimum 4 hrs.)

Strategy 2: Contract with a Parliamentarian to provide an easy to understand presentation of Roberts Rules and how to run successful meetings (Minimum 2 hrs.)

Objective 7: Conduct a program or activity promoting REALTOR® safety for members.

Strategy 1: Work in cooperation with the Dearborn Police and operate a DABOR booth with printed safety information and balloons during the annual *National Night Out on Crime*.

Strategy 2: Provide constant safety pieces in the DABOR newsletter, emails and DABOR Facebook page titled "Safety Tips" discussing safety protocol for members.

Strategy 3: Provide the NAR 6-Video Series on Safety through email to DABOR members.

Objective 6: Review the event sponsorships and member participation.

Strategy 1: Establish a Young Persons Network (YPN) Task Force.

Strategy 2: Analyze the Michigan REALTORS® YPN model.

Strategy 3: Report results by June 30, 2018.

Time frame: Immediately and June 30, 2018 for Strategy 3

Manager: Executive Committee and Task Force

###