



Strategic Plan for 2022-2025

EDUCATE

Members

Develop a continuing education platform that includes: Code of Ethics, Real Estate Law, Property Tax Assessments, NAR certification awareness.

Upgrade technical resources and invite external speakers to improve educational benefits to members.

Community

Develop educational opportunities and partner with the Downtown Development Authority as appropriate to create a well-informed public regarding tax assessments, flood zones, sewer backups and flooding, new tax laws, getting a mortgage, and private and city inspections.

Create forums for panel discussions or roundtables and include government officials, attorneys, and Michigan Institute of REALTORS®, to build a platform for community and member education, and use social media to generate awareness.

PROMOTE

Create a social media strategy to increase awareness of the association that paints a picture of an engaging board.

- Develop videos for social media demonstrating board activities and to promote benefits of designations.

Engage in Listening Tours with brokers to hear member concerns and promote association benefits.

Update DABOR logo and produce DABOR swag to sell or give to members to generate pride and engagement with members.

Create a marketing and advertising strategy to raise the association profile. Investigate advertising profile through Real.com.

Engage a consulting firm to create a local marketing campaign that increases awareness of REALTOR® and association value proposition.

Connect with organizations such as CE Marketplace.

INVOLVE

Hold at least one event every quarter that is seasonally related.

Create a plan for focused activities, such as member appreciation week, and designate days for specific recognitions.

Contribute to community organizations on behalf of DABOR.

Sponsor a community sports team and provide uniforms and other needed equipment with DABOR name.

Conduct fun events such as golf outings and picnics to enhance member relationships.

Develop a scholarships for members to encourage joining committees and reward members with swag.

Provide incentives for recruitment and referrals of new members.

REALTORS® evolving for success and unity through:

Diversity

Advocacy

Belonging

Opportunity

Respect