

**GREATER AUGUSTA ASSOCIATION OF REALTORS, INC.  
FIVE YEAR STRATEGIC PLAN  
2015-2019**

**MISSION STATEMENT**

The purpose of the GREATER AUGUSTA ASSOCIATION OF REALTORS, INC. is to enhance the ability and opportunity of its members to conduct their business successfully and ethically, and to promote the preservation of the right to own, transfer and use real property.

**CRITICAL COMPETENCIES**

**EDUCATION**

**ASSOCIATION MANAGEMENT/ADMINISTRATION**

**ORGANIZATION DEVELOPMENT AND SUPPORT**

**COMMUNITY INVOLVEMENT/CONSUMER OUTREACH**

**GOVERNMENTAL AFFAIRS / POLITICAL ADVOCACY**

**REALTOR IMAGE/PROFESSIONALISM**

**MEMBER RECOGNITION**

**MEMBER BENEFITS/SERVICES**

**LEGAL/LIABILITY**

## **EDUCATION**

**GOAL:** To provide educational opportunities that increase membership knowledge in essentially all necessary aspects that will assist in a successful real estate career.

### **ACTIONS:**

1. Provide or co-host at least 3 seminars annually on current topics related to real estate issues and provide continuing education credits whenever possible.
2. Provide annual Ethics seminars/training for members by hosting Ethics seminars and/or providing information for on line or other Association's Ethics training.
3. Provide programs related to real estate topics and/or projects at membership meetings.
4. Conduct at least 2 new member orientations annually.
5. Board of Directors who attend Virginia REALTORS and NAR meetings will report on actions and issues to general membership of the Association.
6. Encourage members to earn professional designations through continuing education courses.

## **ASSOCIATION MANAGEMENT/ADMINISTRATION**

**GOAL:** To maintain and provide a well managed and professional, efficient staff and association.

### **ACTIONS:**

1. Continually update policy and procedures manual.
2. Explore ideas for non-dues revenue.
3. Conduct monthly review of finances of the association by the Board of Directors and CPA Reviews by an outside accounting firm as directed by the Board of Directors.
4. Conduct annual review of staff responsibilities, duties and salaries in complying with the Employer/Employee Guidelines.
5. Review the Association accounts to clarify financial positions.
6. Review office procedures and work loads to improve the efficiency of operations.
7. Maintain engaged Legal Counsel on an as needed basis.

## **ORGANIZATION DEVELOPMENT AND SUPPORT**

**GOAL:** To promote training of volunteer leadership on the local level and at VR meetings.

### **ACTIONS:**

1. Encourage attendance at annual training for directors, officers and chairmen.
2. Encourage attendance at state meetings by officers and directors and to reimburse expenses when possible.
3. Provide opportunities for the development of future officers and directors.

## **COMMUNITY INVOLVEMENT/CONSUMER OUTREACH**

**GOAL:** To promote community involvement by REALTOR members and to make the public aware of such involvement.

### **ACTIONS:**

1. Provide services and community improvement projects through the Community Service Committee.
2. Hold Fundraising Events for chosen 501(c)3 beneficiaries.
3. Encourage news articles and publicity of any projects and community educational activities by members.
4. Provide speakers on request for speaking appearances.
5. Be the voice for real estate by providing information to the media including monthly MLS activity reports.

## **GOVERNMENTAL AFFAIRS /POLITICAL ADVOCACY**

**GOAL:** To maintain an active role in the political process and to advocate to members and consumers the importance of involvement in RPAC and related activities.

### **ACTIONS:**

1. Evaluate local, state and national real estate issues and develop positions and plans of action.
2. Support the Virginia REALTORS/NAR RPAC campaign; provide information on the value of RPAC; include Fair Share on annual dues billing.
3. Encourage attendance at Legislative meetings and NAR/Virginia REALTORS political functions by REALTOR members.

4. Participate in NAR and Virginia REALTORS Calls to Action through emails and the GAAR website.
5. Increase visibility in local governmental meetings.
6. Provide a channel through which public can receive proper information about REALTOR positions on Governmental issues such as a link to the Virginia REALTORS site for issue information and positions.
7. Engage local Legislative Committee to take on the role of a Governmental Affairs Director by participating in Council and Supervisor Meetings; to report to Committee on upcoming Agenda items of a real estate nature and take an active role in the Virginia REALTORS legislative affairs.
8. Invite local legislators to meetings and activities of the Association.
9. Co-host Chamber Legislative Breakfast meetings.

### **REALTOR IMAGE/PROFESSIONALISM**

**GOAL:** To promote REALTOR image through education of members and positive media coverage.

**ACTIONS:**

1. Maintain trained and professional committee members to the State Grievance and Professional Standards Committees.
2. Promote the use of Fair Housing by all REALTORS to the public.
3. Increase public awareness and REALTOR image with advertising in local media as approved by the Board of Directors.
4. Co-sponsor Chamber of Commerce Economic and Legislative Meetings.

### **MEMBER RECOGNITION**

**GOAL:** To promote, encourage and support REALTOR accomplishments, both civic and real estate related.

**ACTIONS:**

1. Develop awards based on a point system.
2. Recognize outgoing officers and directors.
3. Provide recognition of designations, accomplishments and achievements at member meetings.

### **MEMBER BENEFITS/SERVICES**

**GOAL:** To enhance REALTOR benefits and provide services to members to enable them to better serve their clients and customers.

**ACTIONS:**

1. Maintain a current MLS service that provides all necessary programming and maintain technologically up to date communication services.
2. Provide training to Brokers/Secretaries and members of the MLS system as needed.
3. Ensure that MLS Rules, Regulations and policies are maintained.
4. Maintain a current Lockbox system.
5. Provide updates at membership meetings.
6. Explore regionalization of member services.
7. Further explore automated payments by members.

**LEGAL/LIABILITY**

**GOAL:** To improve member knowledge and awareness of legal pitfalls in areas of potential litigation through educational programs and insure the Association's compliance with NAR requirements for Organizational Alignment.

**ACTIONS:**

1. Encourage and support risk management programs that will reduce member liabilities.
2. Provide seminars on legal liability topics.
3. Encourage use of REB and Virginia REALTORS standard forms.
4. Make amendments to ByLaws and all forms as needed and present to NAR for compliance on an annual basis.
5. Conduct annual review to insure compliance with NAR Core Standards for Organizational Alignment.

Approved by Board of Directors 8/19/04

Revised 3/20/08

Revised 7/09

Revised 1/10

Revised 3/14

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