

DAAR's purpose is to provide REALTORS® with the resources that enhance their ability to serve the public in a professional and ethical manner; and to act as the leading advocate for private property rights, as well as legislative and industry issues affecting REALTORS®

Consumer Outreach

Objective 1

Be the 'Voice of Real Estate' and promote market statistics and/or real estate trends and issues and their impact on consumer

Action Plan:

- A Highlight local real estate data in a news release or through direct outreach to local reporters
- B Embed the free *Real Estate Today* radio audio player to your association website so consumers can hear the show digitally each week
- C Use social media to share local real estate data insights

Objective 2

Enhance community involvement to promote the value proposition of using a REALTOR® and/or engage in community activities that enhance the image of REALTORS®

Action Plan:

- A Reach out to local newspapers or websites and offer free content for a regular real estate related guest column.

Objective 3

Heighten community investment through organizing human resources(i.e. assisting in a Habitat for Humanity build, etc.) or fundraising for the benefit of local charitable/organizations

Action Plan:

- A Apply for an NAR Housing Opportunity grant
- B Apply for a REALTOR® Party Community Outreach grant for a Better Block or Placemaking project
- C Encourage local leadership and membership to be involved in another community organization and promote that to REALTORS®.
- D Organize Realtor® participation in a community fundraising drive or event,
- E Organize a fundraiser activity such as a golf tournament, with proceeds benefitting a community organization.
- F Develop long-term, multi-year relationship with community organization to promote shared goals for the community.

Advocacy

Objective 4

Raise 100% of the established RPAC fundraising goal

Action Plan:

- A Include a recommended RPAC Investment “above the line” on the annual dues bill that is reflects the amount of the “fair share” goal
- B Encourage Board of Directors, Committee Chairs and Managing Brokers to lead by example and contribute above the fair share level and thank those members with notes, announcements and recognition.
- C Hold a major investor event and utilize RPAC grant money from NAR.

Objective 5

Achieve participation rates on NAR and state legislative calls-for action- that are better than the average participation rates.

Action Plan:

- A Promote members to download/use the Realtor® Action Center App
- B Use association communication vehicles to promote agents to respond to calls for action.

Objective 6

Support property rights, housing, and real property ownership by providing active campaign assistance for local political candidate that are friendly to REALTOR® Party issues

Action Plan:

- A Encourage participation in the State and the National lobbying days
- B Invite Legislators to meet with the Governmental Affairs Committee on a regular basis.
- C Get involved with local elections by interviewing ALL candidates in the race and providing RPAC funds to the best candidate(s).
- D Apply for NAR funding to run an independent expenditure campaign on key local races.
- E Inform members as to which candidates the association supports and encourage them to vote.

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Strategic Plan 2015-2017
November 2014

Association Management

Objective 7

Decisions made are based on strategic plan

Action Plan:

- A Annual internal update of strategic plan
- B Post the mission statement prominently in DAAR office and in material
- C Review strategic plan with BOD and meeting chairs at the annual leadership orientation in January
- D Post strategic plan on the private BOD web portal

Objective 8

Effective financial plan is in place

Action Plan:

- A Budget planning committee creates annual budget (march – June)
- B Bi-monthly assessment of actual revenue/expenses versus annual budget
- C Cash flow statement prepared by staff
- D Financials are reviewed by CPA in accordance with NAR Core Standards
- E Board of directors approves budget

Objective 9

Annual evaluation of DAARs competitive position

Action Plan:

- A Research neighboring associations NVAR, PWAR, Blue Ridge (cost/benefits)
- B Annual review in August
- C Staff to gather data for use by Budget and Finance committee
- D Membership information - # of members in and # of members out
- E Final review by BOD

Objective 10

Determine motivation when members join and/or leave DAAR

Action Plan:

- A Capture broker (office) information on members who join and leave
- B Develop a written survey to be part of new member registration or exit (this is currently being done verbally with Barbara)
- C Data needs to be recorded and tallied in RAMCO
- D Information flow – staff – membership – Budget and Finance
- E Why did you come? (brokerages that transfer from another association, agent transferring from another association or new agent)

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Objective 11

Volunteer recruitment and retention program to insure required volunteers are available

Action Plan:

- A Assess needs for standing committees working with staff and current committees
- B Involve BOD in recruiting volunteers
- C Ask new members, especially members who transfer in, to volunteer
- D Increase recognition of volunteers who serve DAAR

Objective 12

Maintain DAAR participation in all external organizations affecting DAAR members

Action Plan:

- A Annually analyze what organizations DAAR is actively involved with
- B Work with CEO to ID new opportunities such as chamber of commerce, economic development, NAR, county political appointees
- C Inform BOD of activities taking place in these external organizations
- D Update BOD semi-annually

Objective 13

Periodically determine member satisfaction rating

Action Plan:

- A Incorporate a 'satisfaction' question in existing surveys
- B Scale of 1-5 regarding value of membership 'would you recommend DAAR to a fellow REALTOR®'?

Broker Relations

Objective 14

Brokers work in cooperation with DAAR to inform members of resources/activities

Action Plan:

- A Small group broker lunches (BOD and staff (not just DAAR)
- B Office visits (sales meeting) as follow-up
- C Broker events always to include review of resources and activities.
- D Continue Broker Source (e-newsletter)
- E Identify brokers who do not participate as:
 - 1) non-participants
 - 2) non-member offices
 - 3) non-member agent in participating offices
- F Once attendance has been tracked in (e) above, set a goal for attendance
- G Include a question on the registration form for education events as to how the member heard about the event

Objective 15

Broker attendance / involvement

Action Plan:

- A CEO/GAD outreach
- B Broker office visits to explain services and benefits available for agents
- C Create a sub-committee of the members services committee that focuses on this initiative
- D Tracking system of broker participation
- E Indicators – participation rate and number of brokers serving on committees

Professional Development

Objective 16

Offer education courses focused on critical skills as market evolves

Action Plan:

- A Get input from brokers and top producing agents regarding market trends and education opportunities
- B Accountability from school director to education committee and finance committee on a quarterly basis
- C Identify course and objectives that need to be developed by school director
- D Keep members informed of upcoming changes and trends in market place

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Communication

Objective 17

Multimedia communication across all demographics

Action Plan:

A Identify demographics

B 'who is our member' survey

C Track effectiveness of current communication methods

D Implement communication methods based on input from members/surveys

E Solicit new member choice for preferred delivery method