

RIVER COUNTIES ASSOCIATION OF REALTORS®

STRATEGIC PLAN 2021-2023

(Approved & Adopted by the Board of Directors on 03.22.21)

The following is the strategic plan for the River Counties Association of REALTORS®. It addresses the National Association of REALTOR'S Core Standards, and includes additional initiatives.

It will be reviewed and approved annually by the RCAR Board of Directors and submitted to NAR for approval.

## VISION

REALTORS® Cultivate Advocate Resource

## MISSION

*“Enhancing, promoting and protecting the private property rights in our communities and the business interests of our REALTOR® members.”*

## OVERALL ASSOCIATION OBJECTIVES

The River Counties Association of REALTORS® fully embraces and supports the objectives written in our bylaws, including:

- Unite those engaged in the recognized branches of the real estate profession for the purpose of exerting a beneficial influence upon the profession and related interests.
- Promote and maintain high standards of conduct in the real estate profession as expressed in the Code of Ethics of the National Association of REALTORS.
- Provide a unified medium for real estate owners and those engaged in the real estate profession, whereby their interests may be safeguarded and advanced.
- Further the interests of home and other real property ownership.
- Unite those engaged in the real estate profession in this community with the Tennessee REALTORS and the National Association of REALTORS, thereby furthering their own objectives throughout the state and nation, and obtaining the benefits and privileges of membership therein.
- Designate, for the benefit on the public, those individuals authorized to use the terms REALTOR and REALTORS as licensed, prescribed and controlled by the National Association of REALTORS.

## SECTION 1: CODE OF ETHICS and PROFESSIONALISM

- **Code of Ethics Training and Professional Standards Training**
  - Provide to New Members pursuant to bylaws
  - Publish resources for COE education regularly through various mediums
  - Highlight NAR's Pathways to Professionalism in RCAR publications
  - Provide Annual training for BOD, Grievance, Professional Standards and Arbitration Committees
- **Ombudsman & Mediation Services**
  - Provide service availability as required by Bylaws for members and the public
  - Provide access to training for up to 3 members
- **Ethics & Arbitration Due Process (Pursuant to NAR Policy Handbook)**
  - Provide access to grievance process information available to both consumers and members
  - Continue multi-board regional agreement for professional standards

## SECTION 2: ADVOCACY

- **Investments Initiatives Practices**
  - Include "above the line" suggested RPAC investment on all dues billing
  - Encourage all RCAR directors, committee chairs, leaders and staff to give annually to RPAC.
  - Plan a fundraising event (reception) specifically for RPAC donations
  - Increase visibility of RPAC on the RCAR website and provide information on value of investing
- **Members/Committee Education**
  - Equip RPAC/Legislative Affairs committee members with materials and training, empowering them to present the value of RPAC giving and solicit Investments
  - Include information on RPAC influence, value and accomplishments on the RCAR website & newsletter
  - Increase cooperation with state association, for RPAC speakers at meetings and campaign support.
  - Update RPAC information on the RCAR website to show progress and accomplishment
  - Legislative Update Section for RCAR publications - include local, state and national issues
  - At least one Membership meeting annually for a legislative speaker/agenda
  - Equip RPAC/Legislative Affairs committee members with materials and training, empowering them to present the importance of political involvement at member offices and in personal conversation
  - Increase legislative information on the RCAR website (Realtor Action Center, local/state/national legislator contact information, etc.) and highlight information in the RCAR publications
- **Relationships, Issues Mobilization, Broker Involvement and Calls to Action**
  - Review Tennessee RPAC funds available for RCAR use at least twice per year
  - Support and promote all Calls for Action and encourage all members to respond
  - Promote the NAR Broker Involvement Program and encourage all brokers to engage
  - Build relationships with local, state and national government elected and appointed officials in our service area
  - Advance a Local Political Coordinator program, beginning with one RCAR member in each county we serve, tasked with being in personal contact with key elected officials in their assigned county
  - Institute an annual "Register to Vote" campaign and explore collaborating other local organizations to increase impact and success
  - Establish and cultivate relationships with multiple local organizations for potential coalition-building to address key issues (Chamber of Commerce, Homebuilders, Mortgage Bankers Association, Appraisers Association, etc.)
  - Use existing RCAR publications and relationships with local media sources to publish 2-4 "op-ed" articles annually on important local or regional issues.

### SECTION 3: CONSUMER OUTREACH AND ENGAGEMENT

- **Media Relations**
  - Schedule personal meetings for the President and AE with high-ranking leaders (publishers/editors), as well as reporters, at area primary traditional media outlets annually
  - Explore regular column and/or op-ed article opportunities with area print media – including existing RCAR publication- and circulate any actual articles to RCAR members electronically
  - Press Releases re: RCAR officers, directors and other leaders following installation
  - Solicit media opportunities and attention in RCAR publications and other area media (articles, op-ed pieces and photos) highlighting community service efforts of the association and its members
  - Include “Enhancing, promoting, and protecting the private property rights in our communities and the business interests of our REALTOR® members.” highlighting the value of the association and the value of a REALTOR® on all news releases
- **Consumer Relations**
  - Assemble and post quarterly home sales data for our service area on the RCAR website
  - Prepare and circulate quarterly home sales data and trends in a news release format (including quotes from the president) area media and key community and political leaders
  - Use NAR consumer advertising campaign materials in RCAR real estate consumer publications highlighting the value of REALTOR® service
  - Develop and public “Member Spotlight” to highlight RCAR member involvement with local charities, civic organizations or community service organizations for RCAR publications
  - Develop Consumer advertising campaigns with use of Consumer website and/or billboards in key locations
- **Civic, City, County & Community Relations**
  - Use the RCAR facility to establish and strengthen relationship with key community leaders by offering use of rooms for board meetings
  - Explore opportunities to visit and possibly hold board meetings or receptions at Chamber of Commerce and other local organization headquarters
  - Solicit media opportunities to highlight REALTOR positions on key community issues when appropriate (and pending positions approved by the Board of Directors)
  - Establish or strengthen relationships with Chamber of Commerce, Homebuilders, Mortgage Bankers, League of Women Voters, etc. for potential collaborative efforts, including sponsorships at their events
- **Service Opportunities**
  - Review all current community service activity with the intent of reducing the number of commitments and focusing on 2-3 organizations with deeper involvement for the association and its members
  - Hold a fundraising event to support those organizations and provide hands-on working opportunities with the organizations that allow RCAR member involvement

### SECTION 4: UNIFICATION AND SUPPORT OF THE REALTOR® ORGANIZATION

- Maintain an ongoing relationship with legal counsel
- Corporate documents, including state and federal documents, taxes, NAR compliance information, and other financial documents are current and reviewed annually
- Strategic plan is in place with requirement from NAR and reviewed quarterly
- Association Executive takes a minimum of 6 hours of professional development training annually
- Actively support the state and national association, with links on the RCAR website, regular and substantive information in our electronic newsletters and consistent mention at all membership meetings
- Remains current on all LFRO (Limited Function Referral Offices) and affiliated agents, using that information to include those agents in membership communication and advocacy activity

## SECTION 5: TECHNOLOGY

- Maintain and updates website which includes connecting links to information on the NAR and TN REALTORS® websites and other key sources
- Use a planned system of electronic newsletters to provide key information to members.
- Use national and state videos on website and in newsletters, and explore creating and using local video material
- Promote NAR Benefits related to technology are regularly featured in the member newsletter and on the website
- Provide tips and video segments on news and technology, including MLS

## SECTION 6: FINANCIAL SOLVENCY ASSOCIATION GOVERNANCE

- RCAR will review and approve, adjust or create policies – using NAR templates and samples - for the following areas: Fraud Awareness, Budgeting, Dues Collection, Financial Information Disclosure, Travel, Investing, and Reserve Level Policies Compensation, Revenue Recognition, Asset Capitalization, Financial Reporting, Conflicts of Interest, Whistleblowers, Document Retention, Sexual Harassment, Bullying & DEI
- Clarify the name, scope and expectations for all committees for increased focus and direction
- RCAR leaders are visible and known by RCAR members and by the community we serve through website, announcement via news release to the public, regular appearance at RCAR events and photos on social media
- Service opportunities on Presidential Advisory Groups and Task Forces will be used to attract more and different members into serving the association
- Develop positioning protocol and objectives

## SECTION 7: MEMBERS/BROKERS

- Acknowledge past presidents' T events to honor and support those who have serve us so well in the past
- Continue a pattern of membership meetings annually, providing networking opportunities and speakers/programs of
- Provide an active schedule of professional development courses and experiences
- Implement plan to recruit new leaders
- Enhance leader exposure with "Member Spotlight" in publications
- Survey annually on topics from education to political advocacy and events so the leaders can best understand the interests, concerns and preferences of those members.

## SECTION 8: COMMUNICATIONS

- Maintains an attractive and information-rich website and newsletter for members
- Provide section for consumer information on website
- Maintain complete list of media contacts for all local/regional traditional media outlets.
- Use social media both for communication to members and community
- Incorporate use of video in all publications
- Prepare and distribute press releases to our members and the news media
- Maintain relationships with key media leaders and reporters through our service area
- Incorporate the tree communication preferences into the publications and events: Hands On, Audio and Visual
- Begin a "Member Spotlight" in association publications