

# Four Rivers Association of REALTORS®

2016 Strategic Plan  
Approved April 25, 2016

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The Four Rivers Association of REALTORS® strategic planning process consists of a review of issues, trends, opportunities and challenges that impact the industry and organization. Issues are analyzed to help identify core values for the organization and create strategic initiatives and strategies to enhance the business and service operations of the Four Rivers Association of REALTORS®, the membership and the consumers they serve. A member-wide survey was conducted to help assess member needs and expectations, which helped formulate the identified initiatives and prioritize directions in the plan.

The Strategic Plan is a guide for the organization to develop and implement products, programs and services that enable the Four Rivers Association of REALTORS® to be a comprehensive source of information and a valuable provider of services. This plan should directly influence operational decisions, committee activities, implementation of priority projects and allocation of the association's resources.

Monitoring and measurement of progress are essential to the process and should be reviewed periodically to ensure the viability of the plan.

## Mission Statement

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The Four Rivers Association of REALTORS® shall be a community resource by serving as an advocate for private property rights and providing an environment of cooperative service and professionalism within the real estate industry.

## Advocacy

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**Goal:** To be the advocate and source for local information for all issues related to real estate and property rights.

**Strategy:** Increase member involvement in territorial subcommittees and utilize these subcommittees to serve as an advocate at the local level.

- Utilize the territorial subcommittees to report local issues to Governmental Affairs Committee. The Governmental Affairs Committee and the territorial subcommittees shall examine their level of involvement in board.
  - *Responsible Entity: Governmental Affairs Committee*
- Monitor the agendas and meetings of local governmental entities which have an impact on real estate and private property rights, such as city council, Planning &

Zoning, etc., as determined by territorial subcommittees. The level of involvement shall be determined by number of members involved.

- *Responsible Entity: Governmental Affairs territorial subcommittees*
- Identify REALTOR® members who have an interest in running for public office and actively support REALTOR® members running for public office who would serve as champions on REALTOR® and private property rights issues.
  - *Responsible Entity: Governmental Affairs territorial subcommittees*

**Strategy:** Educate members and the public on REALTOR® advocacy issues and the benefits of investing in TREPAC in order to generate support and grassroots involvement.

- Form local A-Teams (of members) to meet with brokerage firms at least twice a year to provide a personal presentation regarding advocacy issues in a clear and compelling message that makes the reasons for investing in TREPAC self-evident.
  - *Responsible Entity: Governmental Affairs Committee, TREPAC Committee, territorial subcommittees and leadership team*
- Utilize diverse communications media, including e-mail, website, and social media, to advocate on issues and support of candidates to members and the public. \$\$
  - *Responsible Entity: Staff, Governmental Affairs Committee, and Communications Committee*
- Recruit and utilize more members to serve as Legislative Liaisons and participate in the Broker Involvement Program.
  - *Responsible Entity: Staff, Governmental Affairs Committee, and Communications Committee*
- Publicize and engage the public in Voice for Texas consumer awareness activities.
  - *Responsible Entity: Governmental Affairs Committee and Communications Committee*
- Continue to proactively educate members on value of investing in TREPAC and keep members current on advocacy efforts.
  - *Responsible Entity: Staff, Governmental Affairs Committee, TREPAC Committee, and Communications Committee*
- Include an advocacy update on the agenda item at membership luncheons.
  - *Responsible Entity: Staff, Governmental Affairs Committee, Programs Committee, and leadership*

**Strategy:** Enhance the association's ability to engage members to take action on advocacy issues.

- Establish a database of membership to act as grass roots strike force – engage members who are actively involved in their geographical territories to enable a fast and effective response from REALTOR® members when an issue arises.
  - *Responsible Entity: Staff, Governmental Affairs territorial subcommittees*

- Proactively communicate with the public through letters-to-the-editor and President's Columns, and with membership via member communications resources, explaining the association's position on specific issues.
  - *Responsible Entity: Governmental Affairs Committee, Communications Committee, and Board of Directors*
- Develop the culture of involvement which leads to maximum member engagement in advocacy efforts.
  - *Responsible Entity: Board of Directors, Governmental Affairs territorial subcommittees, Staff*

## Consumer Outreach

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**Goal: Educate the public as to value of services and expertise a REALTOR® provides.**

**Strategy:** Be recognized as the trusted authority of real estate market data.

- Utilize the Texas REALTOR® Data Relevance Project to position the Four Rivers Association of REALTORS® as the authoritative source of real estate market data and trends.
  - *Responsible Entity: Communications Committee, Staff*
- Communicate to area Economic Development Council the Four Rivers Association of REALTORS® is the real estate market authority.
  - *Responsible Entity: Communications Committee*
- Develop the association's relationship with local newspapers (major and community newspapers or other publications) in order to be known as the authoritative and accessible resource to the media.
  - *Responsible Entity: Staff, Communications Committee*
- Enhance the association's relationship with local chambers of commerce in the five-county area in order to communicate real estate data and trends as well as advocacy issues to the business community.
  - *Responsible Entity: Communications Committee and Staff*
- Work cooperatively with local commercial overlay associations (CTCAR and STCAR) to offer specialty education, joint meetings, and communication as an enhanced service to commercial members of the Four Rivers Association of REALTORS®.
  - *Responsible Entity: Leadership, staff*
- Create and distribute broker talking points to brokers, office managers, designated agents, etc. regarding real estate market data and trends and information important to consumers.
  - *Responsible Entity: Leadership, staff*

**Strategy:** Enhance the public's view of REALTORS® as protector of clients' interests and private property rights.

- Publicize the advocacy efforts of Voice for Texas.

- *Responsible Entity: TREPAC committee, Communications Committee, and staff*
- Publicize the Issues Mobilization program in order to communicate the role that REALTORS® play in protecting the interests of consumers.
  - *Responsible Entity: Governmental Affairs Committee and Communication Committee,*
- Host Town Hall meetings for the public relating to relevant issues such as property rights, homeownership, property management, etc.
  - *Responsible Entity: Governmental Affairs Committee, Leadership and staff*
- Promote [TexasRealEstate.com](http://TexasRealEstate.com) to the public as the most reliable source of listing information and data.
  - *Responsible Entity: Communications Committee*
- Reengage with Habitat for Humanity.
  - *Responsible Entity: Board of Directors*
- Encourage committees within the association to communicate specific programs and services applicable to the public, such as the availability of scholarships through the Scholarship Committee.
  - *Responsible Entity: Staff and Communications Committee*
- Utilize the Smart Growth grant in one or more of the communities we serve in order to make the resource and expertise of the REALTOR® association available to the public.
  - *Responsible Entity: Governmental Affairs Committee and staff*
- Participate in community projects that are a public service benefit and establish a presence for REALTORS® in the community. \$\$
  - *Responsible Entity: Board of Directors*
- Encourage members to make it known they are REALTORS® and to share community needs and involvement to the association.
  - *Responsible Entity: Board of Directors, Communications Committee*

**Commented [MC1]:** It would seem to me we should have a process or mechanism to enable.

## Communication

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**Goal:** To clearly communicate with the members of the Four Rivers Association of REALTORS® and the community through diverse media.

**Strategy:** Enhance member involvement and awareness of programs and services through effective communication.

- Develop communication strategies that are targeted a specific member types, such as brokers, agents and affiliates.
  - *Responsible Entity: Board of Directors, Staff, Communications Committee*
- Create a liaison program through which one member in each office is designated to communicate association activities and messages to that office.
  - *Responsible Entity: Board of Directors*

- Dedicate five minutes during broker responsibility courses and meetings to make a presentation on the need for broker participation and input.
  - *Responsible Entity: Education Committee, staff*
- Diversify communication delivery (text, e-mail, phone calls, social media, etc.) to increase the effectiveness of communications based on preferences of the recipient.
  - *Responsible Entity: Communications Committee, Staff*
- Encourage members to attend association events offered such as education, luncheons, fundraiser events, TREPAC events, social events.
  - *Responsible Entity: Board of Directors, Communications Committee, Staff*
- Clearly define the value of being a member and an affiliate member of the Four Rivers Association of REALTORS®.
  - *Responsible Entity: Board of Directors*

**Strategy:** Enhance the effectiveness of external communications to the public which promote the value proposition of using a REALTOR® and the professional image of the members of the Four Rivers Association of REALTORS®.

- Issue press releases to all the communities in the association’s jurisdiction alerting the public to Four Rivers Association of REALTORS® events.
  - *Responsible Entity: Board of Directors, Communications Committee, Staff*
- Actively promote the value of using a REALTOR® and why their services are beneficial to the consumer.
  - *Responsible Entity: Board of Directors, Communications Committee, Staff*
- Offer complementary or reduced-priced affiliate memberships to members of the local media in order to increase earned media opportunities.
  - *Responsible Entity: Board of Directors, Staff*
- Publicize association programs that benefit the public, such as the Scholarship Program and Habitat for Humanity.
  - *Responsible Entity: Applicable committees, Communications Committee*

## Education and Professional Development

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**Goal: Provide valuable educational opportunities to members of the Four Rivers Association of REALTORS® through diverse venues.**

**Strategy:** Communicate with members to ensure that education offered by the association is relevant and meets their needs.

- Solicit member feedback through a variety of methods, such as surveys and member forums.
  - *Responsible Entity: Board of Directors, Education Committee, staff*

**Strategy:** Enhance all members' ability to attend meaningful and relevant instructor-led educational opportunities.

- Expand variety of classes being offered, to include more SAE opportunities and specialty education (commercial, property management, farm & ranch, technology, risk reduction, generational, safety, etc.)
  - *Responsible Entity: Education Committee, Staff*
- Expand location of educational offerings in order to provide more opportunities that are convenient to members in each county.
  - *Responsible Entity: Education Committee, Staff*
- Expand on the number of instructors to provide variety to members and increase interest in association-sponsored education.
  - *Responsible Entity: Education Committee, staff*
- Continue to support instructor-led remote education offered by the Texas Association of REALTORS® through VTEL technology.
  - *Responsible Entity: staff, Education Committee*

**Strategy:** Maximize the quality and value of speakers at association events.

- Combine with the Women's Council of REALTORS® for at least two luncheons to enhance the ability to draw high-profile speakers and maximize attendance.
  - *Responsible Entity: Staff, Board of Directors, Education Committee, Program Committee*
- Utilize speakers that are relevant on a regional and statewide basis on issues such as water, transportation, legislative issues, etc.
  - *Responsible Entity: Program Committee, staff*
- Host a forum at an association luncheon with a panel to discuss relevant topics.
  - *Responsible Entity: Education Committee, Program Committee, staff*

**Strategy:** Host a REALTOR® Rally Day with multiple educational offerings as well as a vendor expo.

- Host a REALTOR® Rally Day to consist of a mini-expo, multiple education sessions, forums and panels on relevant topics, and committee meetings. \$\$
  - *Responsible Entity: Board of Directors, Education Committee, Program Committee, staff*

## MLS and Data

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**Goal:** Enhance the MLS to provide members with the most valuable, yet financially feasible system available.

**Strategy:** Explore and consider opportunities to expand the geography covered by the MLS to meet the needs of the members.

- *Responsible Entity: MLS Board, Board of Directors*

**Strategy:** Expand members of CTXMLS to increase the feasibility of providing and the ultimate success of a public-facing property search site.

- *Responsible Entity: MLS Board, Board of Directors*

**Strategy:** Provide education to consumers regarding unethical MLS practices.

- *Responsible Entity: MLS Board, Board of Directors*

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**Strategy:** Leverage MLS to increase non-dues revenue

- *Responsible Entity: MLS Board, Board of Directors*

**Strategy:** Offer introductory and advanced MLS training to elevate members' effectiveness is using MLS to provide services to their clients

- *Responsible Party: Education Committee, Staff*

**Strategy:** Ensure MLS data is protected from misuse

- *Responsible Party: MLS Board, Board of Directors, Staff*