



Strategic Plan

Created February 17, 2012

Areas of Concentration:

Area 1. MLS

Area 2. Professional Development

Area 3. Government Affairs

Area 4. Communication

Area 5. Governance, Finance and Operations

Area 6. Community Relations

AREA 1 MLS

Purpose: To provide authorized participants a legally binding means of cooperation and compensation. JAR's MLS is the ultimate resource tool for accurate and comprehensive property data compilation and dissemination among REALTORS® and appraisers working through a framework of policies and procedures that ensure timeliness and accuracy.

1A. JAR's Multiple Listing Service members and subscribers have a reliable and user friendly website that is cost effective.

1A1. The MLS vendor used is one which is continually enhances the system with new tools and resources.

1A2. Third party vendors are sought and identified who work in concert with the MLS vendor to provide unique tools and resources (such as 10K Marketing and RPR)

1B. Through JAR's public website consumers are provided property searches and relevant real estate information on property rights and other issues affecting real estate ownership.

1B1. A real estate blog and news information are available to consumers through the public website.

1C. JAR's public website provides a consistent non-dues revenue stream.

1C1. The public website includes Google ads for revenue generation.

1C2. Technology is monitored to take advantage of emerging opportunities for revenue.



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AREA 2. Professional Development

Purpose: JAR members are skilled professionals that avail themselves of all types of professional development opportunities offered through the Association.

2A. Skills development is accessible to members at reasonable costs through live, virtual and online formats and are provided to all skill levels of membership.

2B. Members are empowered through the mentoring opportunities available through round table discussions, one-on-one discussions and offered at General Membership and Brokers meetings.

2C. Members engage in leadership opportunities offered through NAR, MAR, JAR and through local community organizations.



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AREA 3. Government Affairs

Purpose: REALTORS® actively participate in and are involved in local public policy advocacy promoting a strong and healthy real estate industry.

3A. Through a public website, REALTORS® communicate and promote a legislative agenda championing the protection of personal property rights and policies affecting our community.

3A1. The Association maintains a robust public website that communicates private property issues to the public and includes local Calls to Action.

3A2. The Association communicates issues timely to the public through current available technologies.

3B. REALTORS® are kept aware of political issues through education and informational processes using both NAR's and MAR's platforms for consistency.

3C. REALTORS® are an effective grassroots lobbying force devoted to the growth and preservation of the real estate industry.

3C1. Key REALTOR® contacts have been identified through a member database to target groups, legislators and candidates who support private property rights.

3C2. A list of organizations have been identified to target for REALTOR® involvement and to secure seats at the table (i.e. school boards, boards of supervisors, etc.).

3D. REALTORS® have created an environment of investing in their political survival and can verbalize the value of investing in RPAC

3D1. RPAC education starts in New Member Orientation.

3D2. 50% of JAR members invest their fair share in RPAC.

3D2. JAR consistently strives to maintain its position of having one of the largest RPAC Major Investor programs for an Association of its size in the country.



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AREA 4. COMMUNICATION

Purpose: JAR provides members and consumers a simplified and direct path to information and education utilizing a platform that maximizes return on investment.

4A. The Association provides its members a direct path using a single web site for current business and market information that develops and strengthens the ability to conduct business in today's and tomorrow's markets.

4A1. Through a public website all functions are integrated to provide communication, education, services and benefits and are links to local, state and national information.

4A2. Opportunities are sought to streamline communication efforts and incorporate governmental affairs and community relations. (i.e. CEO blog, President's blog, links to local, state and national Associations).

4B. Consumers find the website a primary source for real estate information.

4B1. The public website is promoted to REALTORS® through a multi-media campaign demonstrating the value of a single website and the importance of directing consumers to it.

4C. Multiple sources are identified that generate revenue for the Association.

4C1. Additional revenue is generated from paid sponsorships and service directory listings.

4C2. An online platform is available for retail sales, service vendors and corporate sales promotions (i.e. Lowe's, Home Depot, Sears, etc.).



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AREA 5. Governance, Finance, Operations

Purpose: JAR provides effective governance, operations and financial accountability for our members.

5A. JAR has efficient governing systems.

5A1 New leaders are identified through member participation in YPN, WCR & LMAR.

5A2. JAR has a member data base that identifies areas of members' expertise.

5A3. Bylaws, policies and procedures are reviewed annually and updated as needed.

5B. JAR occupies a state-of-the-art facility suitable for meetings, education and other member uses that is a financial asset for the Association.

5C. JAR's fiscal responsibility provides financial accountability, stability and future growth.

5C1. A Finance Committee is formed made up of individuals with financial knowledge and expertise who will recommend policy and monitor implementation of financial management, budgets, investments, information systems and physical plants.

5C2. Adequate data security systems and policies are in place.

5D. JAR has a management structure that is reflective of the Board of Director's vision of the Association.

5D1. The Executive Officer hires and assigns staff to positions as necessary in accordance with the strategic plan.

5D2. An organization chart demonstrates the placement of staff in accordance with the strategic plan.

5D3. The Executive Officer creates and revises the Employee Manual, job descriptions and employee responsibilities as needed to implement the strategic plan.



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AREA 6. Community Relations

Purpose: REALTORS® actively work to foster strategic partnerships to achieve strong, healthy communities and quality of life.

6A. Consumers trust REALTORS® and hold them in high esteem.

6A1. Consumers are reminded through various communication tools the value of using a REALTOR® in the transaction.

6A2. As a result of participating in professionalism training REALTORS® are perceived by the community as professionals.

6A3. Consumers are made aware of REALTORS'® involvement in disaster relief programs and other local and national programs that benefit the community.

6B. The community understands the value of REALTORS® in protecting their property rights.

6B1. Consumers are provided pertinent government information through REALTOR® information outlets.

6B2. Consumers are provided information on how to protect their home values through the promotion of such programs as NAR's HouseLogic.

6B3 Consumers are provided information on buying and selling real property.

6C. REALTORS® are involved in the community.

6C1. A membership data base is created that includes the opportunity for members to list their community involvement activities to be identified for Association initiatives.

6A3. REALTORS'® are provided "talking points" on issues that involve the community and are encouraged to involve themselves in public appearances to spread the REALTOR® message.

6C4. A bilateral communication system is available to solicit consumer feedback on community issues.