



Strategic Plan DRAFT

Created January 2014

AREAS OF CONCENTRATION

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.

Area 2. Professional Development

Purpose: Members avail themselves of the various opportunities to enhance their skills and professionalism by taking courses offered through the local, state and national Associations of REALTORS® and their Affiliates, Societies and Councils.

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.

Area 4. Communication (internal and external)

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

Area 5. Governance, Finance and Operations

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

Area 6. Community Relations

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

Area 1. MLS

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- 1A.** The MLS vendor used is one that continually enhances the system with new tools and resources provided by that vendor or by third parties that gives users accurate data to assist the public.
- 1B.** The MLSs public-facing website is BuyInMississippi.com.
- 1C.** BuyInMississippi.com provides a consistent non-dues revenue stream.
 - 1C1.** The public-facing website (BuyInMississippi.com) has various revenue generators including, but not limited to, Google ads, ads from local/state vendors and from FSBO entries.

AREA 2. PROFESSIONAL DEVELOPMENT

Purpose: Members avail themselves of the various opportunities to enhance their skills and professionalism by taking courses offered through the local, state and national Associations of REALTORS® and their Affiliates, Societies and Councils.

- 2A.** The Association will provide quality new-member orientation that includes the basics of MLS operations, the benefits and obligations of REALTOR® membership, RPAC, Pathways to Professionalism, and training in the REALTOR® Code of Ethics.
- 2B.** The Association will provide an ala carte menu of professional development and education opportunities taught or facilitated by staff, Affiliates and other professionals for a fee.
- 2C.** The Association will provide educational opportunities in conjunction with the four general membership meetings.
- 2D.** The Association will investigate entering into agreements to offer online CE courses through vendors such as REALTOR University and CE Shop for non-dues revenue.
- 2E.** Members engage in leadership opportunities offered through the state and national Associations of REALTORS® and through local community organizations.

AREA 3. GOVERNMENTAL AFFAIRS

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

- 3A.** Through the Associations public facing website, REALTORS® communicate and promote a legislative agenda championing the protection of personal property rights and police affecting our community.
 - 3A1.** The Association maintains a robust public website that communicates private property issues to the public and includes local Calls For 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.** 51% of JAR members invest their Fair Share in RPAC.
 - 3D3.** 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.
- 3E.** REALTORS® demonstrate the benefit of responding to Calls for Action by increasing participation from 19% to 51%.

AREA 4. COMMUNICATIONS (Internal and External)

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

INTERNAL COMMUNICATIONS:

4A. The Association provides its members a direct path using the intranet and mobile communication to provide current business and market information to strengthen and develop the ability to conduct business in today's and tomorrow's markets.

4A1. Promote the value and benefits of the information and education provided by the Association.

4A2. Communicate through various most communications tools the programs, products and services provided by the Association that includes links to local state and national information.

Communications tools should include, but not be limited to, texts, emails, video blogs, websites, and private Face Book groups.

4A3. Develop a Task Force to review current communications and determine the need for future staff person/subcontractor to implement and monitor published information released to the membership ensuring data is concise and accurate

4A3a. The staff person identified above should possess the following skills: well-versed in social media, highest technological skills, holds & maintains relationships with relevant media outlets, ability to design promotional products and implement necessary campaigns, maintains a high level of public trust, and perform additional tasks as defined by the Association's strategic plan.

EXTERNAL COMMUNICATIONS:

4B. Communicate the fact that the Association is the authoritative resource for real estate information.

4B1 Create a public relations campaign for the Association to increase awareness of our website as the source of local real estate information. Campaign may include, but not be limited to, billboards, radio, TV, social media

4B2 Communicate benefits of working with a REALTOR® through consumer and REALTOR® testimonials

4B3 Educate consumers about issues & opportunities affecting property ownership at the local, state and national levels emphasizing REALTOR® involvement. Promote consumer involvement through voter registration promotion & awareness of Calls For Action to include contact information for elected representatives.

4B4. As noted in the section above on Internal Communications, consideration should be given to creating a staff position or outsourcing job to 3rd party. 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.).

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 database that identifies areas of members' expertise.

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

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

5B1. The Building Committee should include members of the Mississippi Commercial Association of REALTORS and REALTORS holding the CCIM designation.

5B2. Dedicated funds should be set aside for an updated appraisal and an outside feasibility study to determine the pros and cons of leasing current building in its entirety and then leasing or buying a new building.

5B3. Staff and Building Committee should write a plan itemizing needs of new space to include, but not be limited to, offices, store, workroom, meeting rooms, community room/public media room and adequate parking.

5B4. Current budget to be adjusted to add new line item for dedicated building funds and for branding in light of the Association name change.

5C. The Association'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 polices are in place.

5D. A management structure is in place reflective of the Board of Director's vision for the Association.

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

5D2. An organizational 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.

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, i.e. BuyInMississippi.com, press releases.

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

6A3. Consumers are made aware of REALTOR'S® involvement in disaster relief programs and other local and national programs.

6A4. A staff member's dedicated to the role of public relations, communications and branding.

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.com.

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.

6C2. Member community involvement will be measured through surveys and questionnaires.

6C3. REALTORS® are provided "talking points" on issues that involve the community and are encouraged to involve themselves in public appearances at local community organizations to spread the REALTOR® message,

6C4. The new Association facility will include a public media room that can be used for a variety of community activities including press conferences and community meetings.

MISSION STATEMENT: Members of the real estate industry and the consumers we represent recognize Central Mississippi REALTORS® as the respected authority dedicated to providing accurate information and resources and advocating for private property rights. We're Here For You! (Y'all).