

Bakersfield Association of REALTORS
Strategic Plan (Draft)
May 4, 2010

Mission

It is the mission of the Bakersfield Association of Realtors to be the leading advocate of the real estate industry, to provide members with education and resources that will enable them to conduct business successfully, to promote and enforce ethical standards, to strengthen the Realtor image by improving the quality of life in our community, and to encourage and protect private property rights.

Goal 1: Provide better communication with the members

Strategy A: Provide single sign-on incorporating both the association website and the Rapattoni MLS.

Strategy B: Establish more one-on-one communication with the members by asking each Director to visit three offices over the course of the next year, speak from a list of talking points provided by the association and report back to the Board of Directors.

Strategy C: Solicit greater communication from the members through the use of “Survey Monkey”, the creation of an association blog and by enhancing the association’s Facebook page.

Strategy D: Ask staff to develop guidelines for approval by the Board of Directors governing our use of “Constant Contact” in order to strengthen the importance of the messages contained in these notices.

Strategy E: Explore how we can use the “Broker Notification” program to reach more members.

Strategy F: Establish an electronic method for members to ask questions, provide comments regarding the association and receive timely replies.

Strategy G: Create a section on our website to report on key association programs and seek member input regarding the implementation of these programs.

Strategy H: Keep the information on our website current and ensure that all links are working. Explore linking to CAR's "Real Estate News Today".

Goal 2: Encourage well trained leadership involvement

Strategy A: Ask our committee chairs to identify members of their committees are good candidates for future leadership positions.

Strategy B: Create a "Leadership Recruitment Committee" to assist in the identification and qualification of new leaders.

Strategy C: Develop a local "Leadership Academy" for advanced leadership training. Consider partnering with other local professional associations with similar needs.

Strategy D: Invite newly elected officers and Directors to attend meetings of the Board of Directors prior to their terms of office.

Strategy E: Become more diversified within our leadership by encouraging the "Leadership Recruitment Committee" to focus on this goal.

Strategy F: Invite our current officers and Directors to be on the lookout for potential leaders and to encourage their involvement.

Strategy G: Publish on our website and in “BR Magazine” the testimonials of current and past leaders who have benefited from their involvement in leadership.

Goal 3: Strengthen enforcement of the REALTOR Code of Ethics

Strategy A: Publish for the benefit of the general membership the penalties imposed for Code violations.

Strategy B: Explain the value of self policing to the members.

Strategy C: Publish local Code enforcement statistics for the members.

Strategy D: Make the role of the ombudsman better understood by the members.

Strategy E: Continue to explore the establishment of a local “Ethics Advocacy” program whereby experienced Professional Standards advocates will be available to assist members in filing complaints.

Strategy F: Create an on-line process to expedite filing a complaint and obtaining a grievance package. Have staff respond on-line should more information be required to complete the complaint process.

Goal 4: Review current association policies in an effort to address the perception that leadership is a “closed society”

Strategy A: Ask the “Nominating Committee’ to recommend to the Board of Directors a list of minimum requirements for each elected office.

Strategy B: Revise the role of the Nominating Committee to that of reviewing all applications submitted in order to determine only if the candidates meet the minimum criteria for elected office.

Strategy C: Promote to the membership a new openness in the election process.

Strategy D: Explore the possibility and potential benefits of amending the Bylaws to increase the number of Directors based upon an increase in participation by qualified applicants.

Goal 5: Educate the public as to the value of using a REALTOR

Strategy A: Partner with CAR’s new public relations efforts.

Strategy B: Continue to utilize NAR programs that promote the REALTOR industry.

Strategy C: Encourage members to identify themselves as REALTORS through the use of REALTOR pins and logos.

Strategy D: Consider the establishment of a local “Good Neighbor Award” or “Beautify Bakersfield Award”.

Strategy E: Encourage members to complete their on-line member profiles and use the information contained in these profiles to recognize what REALTORS do for their communities.

Strategy F: Do more to promote to the members and general public the importance of our legislative and regulatory initiatives.

Goal 6: Expand the educational opportunities we provide to members

Strategy A: Create more business related training for the members.

Strategy B: Promote our REALTOR library to the general membership and increase library use by establishing a “Book Club”

Strategy C: Ask the Education Committee to explore offering more on-line education.

Strategy D: Create a program promoting the value of advance designations to the general public.

Strategy E: Seek testimonials from REALTORS holding advanced designations as to how obtaining these designations have enhanced their careers.

Goal 7: Continue efforts to improve our office facility or develop a new one

Strategy A: Establish a timeline for the Building Committee to report to the Board of Directors.

Strategy B: Formalize the list of building requirements to be addressed by the Building Committee to include items such as parking, training facilities, staff space, meeting facilities, member work stations, REALTOR library, future flexibility, location,

promotional value, Internet availability and other requirements to be identified by the committee.

Strategy C: Explore financing options including the new REALTOR Credit Union.

Strategy D: Solicit staff and member input and prepare the members for a general membership vote.

Strategy E: Consider building “GREEN”.