

2016/2017 Visioning

The “*Visioning*” of The Greater Syracuse Association of REALTORS® is a comprehensive plan comprised of specific actionable items the association will do, within that year, in order to meet the overall goals and objectives of the association’s Strategic Plan all while keeping in mind GSAR’s three core values:

Responsibility, Respect, and Integrity.

Purple – completed in 2016 Blue- started or completed in 2017

I. GOVERNANCE *Business Operations & Facility*

Objective: Maintain the assets of the Association while adhering to a high level of standards.

Operations/Facilities:

- Maintain facility and make necessary upgrades to parking lot, grounds, and building. An additional staff person was hired, a door was constructed to connect 2 offices, “No Trespassing” signs were put along the property line on the nights Bella Domani has their summer car shows. Parking lot repaired and sealed and striped. Replacing old projectors in ballroom and maintained building and grounds in 2017.

Governing Documents:

GSAR Staff and legal counsel will keep up to date with Core Standards requirements. Core standards accepted in 2016 and 2017.

II. EDUCATE *Professional Development*

Objective: Enhance and enforce higher professional standards of our members.

GSAR will host Broker/Manager meetings

2 were held in 2016 – one focusing on MLS updates and products, one with a WAV group webinar on MLS trends. 2 were held in 2017 with presentations from the WAV group.

For new & seasoned agents:

Raising the Bar, 4 part series (Education Committee will come up with new strategies on how to increase attendance at RTB series.)

2016: Mock Arbitration Hearing with Pat Reilly, e-PRO training with Randy Templeman, Panel discussion “What’s Your Approach?”, and “Myth Busting” with Anthony Gatto

2017: John Waugh “Motivational”, Sally Santangelo “Fair Housing”, TJ Doyle Director of Social Media, Risk Reduction with Anthony Gatto. New discount changed to 20% off local dues (previously 10%)

Offer technical training once a month (series called “Tech Tips & Training” or T³) Done in 2016 and 2017

Offer designations classes Main Event in 2016. 4 designation classes offered in 2017.

Offer education during evenings & weekends – offered Matrix training in evenings, plus evening sessions in Cayuga & Oswego

Offer scholarships to members who attend leadership training anywhere in the community, not just through NAR

Will continue to develop our CE offerings

III. ENGAGE *Community Outreach*

Objective: Deliver real estate information and opportunities to the community and communicate how REALTORS® positively impact the community

- Share information about grants and lending programs on new website and on Facebook page, linking to NAR's advocacy page.
[Link created on our new site on home page to NYFirstHome info.](#)
- Ask the membership for submissions of their philanthropic activities. Feature those stories on a dedicated page on the new website called "REALTORS® Helping in Their Community". [This info can be added to our new site.](#)

IV. ADVOCATE *Government Affairs*

Objective: Educate and advocate for property rights and the rights of REALTORS® to conduct business with the assurance that local officials refer to the Association for accurate information when making decisions affecting property rights.

GSAR Presidents appeared on Bridge Street in 2016 and 2017 to promote Realtors' advocacy efforts. [Mayoral Debate held, open to public.](#)

RPAC

- Educate top producers on RPAC and have Mike Kelly speak to its importance at a high end, invite only, cocktail reception. [Held at Strata Mia and \\$8,000 was raised for RPAC in 2016. Again held at Strata Mia in 2017, over \\$6,000 raised.](#)
- Have RPAC committee spokesperson speak at more events
[Done in 2016 and 2017](#)
- [When presenting on RPAC, spokesperson will talk about Broker Involvement Program. Staff analyzed the list of Brokers that are signed up, and almost all of our Brokers are, with the exception of a couple smaller Brokers.](#)
- [Change Broker application to automatically sign them up for Broker Involvement Program](#)
- [Hold a "Director & Committee Member \\$99 and Above Challenge" – try for 100% participation.](#)

Calls for Action

- Have a dedicated spot on new website for *Calls for Action*. [Appear as news stories on our new site launched in 2017](#)
- Promote a *Calls for Action* on members' side of website, on social media, in the Hot News, and on the MLS. [Done in 2016 and 2017.](#)

Monitor local government

- Create a "Local Government Minutes" page on new website with the minutes of Onondaga county town planning boards. [Done in 2017.](#)

V. VOICE *Member Communications & Public Relations*

Objectives (2)

- 1. Educate, engage, and inform our members to help them in the real estate industry.**
- 2. Educate, engage, and inform the public of the value of working with a REALTOR®**

Written word

- Utilize new "blog" section of website to share real estate industry news. [NAR's RSS feed is on new site.](#)
- Write more press releases about industry developments and value of a REALTOR®.

[In 2016, Press releases & advertisements were done before the Main Event, focusing on using a Realtor and the meaning of "alphabet soup", as well as around other events. In 2017, press releases were done around major events, promoting fundraisers and legislative issues.](#)

Social Media

- Use ~~Twitter~~ [alternative forms of social media](#), focusing message to consumers (*i.e. the value of working with a REALTOR®*)
[In 2017, we began a digital media campaign via YouTube and Facebook thru GSAR's Marketing Task Force.](#)

In Person Interaction

- GSAR staff will do more office visits. GSAR staff continues to do office visits, in [2016 and 2017.](#)