

STRATEGIC PLAN

Mission: The Greater Syracuse Association of REALTORS® is committed to provide its members with programs, education and services to enhance the members' ability to successfully conduct their individual business in a competent and ethical manner, to promote cooperation among its members and to promote the public's right to use and transfer real property. **Value Statements: Our three core values include Responsibility, Respect, and Integrity.**
(Last revised & approved by NAR: Jan. 2016)

I. GOVERNANCE *Business Operations & Facility*

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

- **Operations/Facilities:** Keep the GSAR building in B+ status and maintain the physical facility, inside and out.
- **Governing Documents:** Establish baseline standards to which the Association adheres, regularly review the Bylaws to stay relevant in current business environment, and meet NAR's Core Standards.
- **Leadership:** Nurture present Leadership and develop future leaders of the Association by offering opportunities like Leadership Academy.
- **Staff:** Make certain there is adequate staff to meet the needs of the Association.
- **Finance:** Be fiscally responsible in running the organization, maintain a positive cash flow and increase the reserve income through non-dues revenue.

II. EDUCATE *Professional Development*

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

- **Broker/Manager:** Make agents aware of current and relevant business trends and strategies.
- **Seasoned Agents:** Offer more career building courses and seminars and shift focus from obtaining mandatory CE hrs.
(i.e. GRI, CRS, Negotiating Skills, etc.)
- **New Agents:** Same as seasoned agents plus provide additional informative material for newer agents

Strategies to enforce:

- Offer incentives to participate (i.e. *dues discount*, offer wholesale opportunity to partner for proprietary advanced course material, etc.)
- Utilize a task force to assist with implementation of class offerings and incentives

III. ENGAGE *Community Outreach*

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

- Share useful information with the public through our website and social media
(i.e. UNPA Grants, HH Grants and loan money, first-time buyer lending programs, local real estate market information, NYSAR Housing Opportunities Grants, energy grants, etc.)
- Advertise the philanthropic activities of REALTORS® in their community
(i.e. Recipients of the Good Neighbor Award, volunteering with Habitat for Humanity & the Ronald McDonald House, fund raising activities, and silent heroes, etc.)

Must adhere to Code of Ethics and Professional Standards per NAR Core Requirements.

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.

RPAC

- Continue to include RPAC above the line on billing
- Encourage leadership to lead by example and to contribute above fair share. Thank and recognize them accordingly.
- Continue to mention RPAC at all events/sell items to support RPAC (*i.e. candy*)
- Continue to hold fundraising events for RPAC (*i.e. "Cooking for RPAC" cooking classes, or a cooking contest*)

Support "Calls For Action"

- Promote REALTOR® Action Center App. and encourage members to download/use.
- Encourage agents to respond to calls for action
- Continue to promote the Broker Involvement Program. Compare the lists of Brokers signed-up to GSAR membership list of Brokers.

Monitor local government

- Stay abreast of current issues in order to influence local officials

Identify economic influences

- Pinpoint real estate trends

Revisit the Legislature Committee mission statement

- Review its purpose and participants

V. VOICE *Member Communications & Public Relations*

Objectives (2)

1. Educate, engage, and inform our members to help them in the real estate industry.

Modes:

- a. Written word (*i.e. weekly e-newsletter, surveys, blogs, press releases, message of the day*)
- b. Social Media (*i.e. Twitter, member focused Facebook page for peer and association interaction, LinkedIn*)
- c. In Person Interaction (*i.e. office visits, educational seminars, GSAR Events and meetings.*)

2. Educate, engage, and inform the public as to the value of working with a REALTOR®

Modes:

- a. Written word (*i.e. blogs on consumer side of cnyRealtor.com, press releases*)
- b. Social media (*i.e. Consumer focused Facebook page, Twitter, Pinterest, YouTube*)
- c. In Person interaction (*i.e. community events, offer educational seminars to consumers like first-time homebuyers checklist course.*)

A part-time social media specialist will engage with both the public and the GSAR membership via social media and written word avenues.