

**Strategic Plan for the
Ada County Association of REALTORS®**
Revised 2/11

Goal 1: Create and demonstrate to members the value and benefits of ACAR membership

Strategy A: Develop a broker specific communication to deliver information about ACAR and the local real estate market.

Strategy B: Enhance “Leadership Outreach” program to deliver the Association message directly to the offices.

Strategy C: Expand value-based opportunities for members to network.

Strategy D: Deliver programs, products and services that the members need and want and provide avenues for member input.

Goal 2: Improve the public’s perception of the value of the contributions made by REALTORS®

Strategy A: Develop and nurture mutually beneficial relationships with all media throughout Ada County so as to become its preferred source of real estate information.

Strategy B: Expand and continue a media campaign focusing on REALTOR® contributions to our area.

Strategy C: Increase and enhance coalitions with local organizations and Affiliates.

Strategy D: Educate and encourage consumers to engage the services of REALTORS to buy, sell, and lease real estate.

Goal 3: Improve and strengthen relationships with our members by encouraging increased leadership, involvement and participation.

Strategy A: create a leadership path of success program that includes the following:

1. mentor program for new board members
2. Deliver annual leadership orientation program to assist in understanding their individual and team roles and goals
3. Work with incoming president elect on specific training for upcoming role as president
4. Continue surround sound training as available
5. Task education committee with finding and offering more leadership focused programs

Strategy B: identify and recruit strong volunteers and keep them engaged throughout the time they serve by:

1. Enlist the current board, staff and elections committee to identify and recruit future leaders throughout the year.
2. Create a volunteer of the month award/peer recognition award
3. Ensure that committee meetings are relevant and time is maximized.

Strategy C: increase participation amongst the membership that considers real estate their career by:

1. Encouraging leadership to spread the word about the value of being actively involved in the association
2. Enlisting the Communications Committee to shift and change messaging to gain readership by these members
3. Ask each committee to evaluate its purpose to ensure that all programs and services offered are relevant, timely and welcomed by our active members.

Goal 4: Provide the educational resources to enable members to conduct business in a professional, ethical manner and become the most informed real estate professionals

Strategy A: Provide that encourages adherence to the Code.

Strategy B: Enhance our efforts to promote the Code through training, enforcement and better communication.

Strategy C: Convey the value of advanced education and REALTOR® designations.

Strategy D: Partner with Institutes, Societies, Councils and other associations as appropriate.

Goal 5: Promote and support public policies that advance the real estate industry, private property rights, real property ownership and housing opportunities in Ada County.

Strategy A: Support member wide education and participation in the REALTORS Political Action Committee (RPAC).

Strategy B: Recommend positions to the Board that support the goals of the Association.

Strategy C: Advocate for legislative and local regulatory issues that affect REALTORS and protect real property interests.

Strategy D: Build relationships with key groups and policy makers to strengthen our public policy positions.

Strategy E: Endorse Candidates for office or volunteer positions who support REALTOR® issues.

Goal 6: Ensure that the services offered by ACAR are directed toward creating professional REALTORS®.

Strategy A: Increase ACAR's knowledge of its membership by utilizing demographic and member needs surveys and designing membership services based on that information.

Strategy B: Monitor the educational requirements for all licensees.

Strategy C: Anticipate emerging business issues that members will be facing and deliver knowledge and solutions to potential challenges