



A 501(c)(6), a not-for-profit organization.

Strategic Plan 2018-2019

Approved by Board of Directors on August 15, 2018

The Strategic Plan Task Force composed of Committee Chairpersons and Co-Chairpersons met on April 11, 2018 in a planning session to develop a path for the Metro Centre Association of Realtors® for the years 2018 and 2019. The plan defines the direction of the organization with specific goals.

A survey to the members performed prior to the session and the results are as follows:

There were 123 members who replied to the survey – or 5% of our 2,600 membership.

The majority were salespersons.

80% of those who responded were between the ages of 42 and 72. Only 1 Gen Z replied.

25% are part time and 75% are full time.

Most prefer events during business hours; however, 24% prefer after hours and 14% on weekends.

Most contributed to RPAC at 55% and the other half didn't or were unsure.

Members prefer a weekly email. 97% had read our weekly e-newsletter.

The most important services are promoting the Realtor® image, training and real estate industry updates.

Most go to our website to register for classes or to pay their dues.

They are very satisfied with staff support and education.

The things liked best are the staff, location and classes.

Items that need improvement are easier way to communicate, education on benefits, dues.

Mark J. Schmidt, the Facilitator, performed a SWOT Analysis to determine the Strengths, Weaknesses, Opportunities and Threats of the Metro Centre Association of Realtors®.

STRENGTHS: Group of leaders of committees, Membership count, Financially sound, Facility and its location, Amount of training, Market, Tech support, Fun, Very welcoming, Plenty of opportunity to get involved, Professionalism, Ethics, Expertise, Knowledge of market, Active in community, Giveback, Area agents join because of location, Education offered at local level, Ability to get CE credit, Networking of agents, Diversity, Recognition, Members only, How we deliver the events, Staff, Complaint process

WEAKNESSES: Separate MLS is confusing, Communication, Reception/ lack of response, Not enough member actively involved, Not enough vehicles to get message across, Business etiquette of agents, Be polite, Agree to disagree, Less attitude, Less networking events – social, No new member recognition, Bad reputation compared to car salesman and attorney, Consumer not knowledgeable of real estate agents vs REALTOR, Cost to join, Quality vs quantity, Lack of service, Lack of broker involvement in MCAR

OPPORTUNITIES: Having CE, Learn more, Visit offices and target new members, More voices at individual offices, Getting broker/owner on board, Ambassador at each office, Evening outside event, Dress for Success, Increase Home Inspectors on Affiliate list, Inform how to help agents, Getting members more involved when in contact with them for something else, WIIFM, Messages tailored to the members, Give and get, Just ask, Use social proof – other people doing things, HIBY, Chance to win something, Tacos & Tequila, Want something fun, broadcasting subscriptions, Be more creative in planning events, Focus on content, Look at success of other events, Brokers should add MCAR to their office caravan, What do they want, School the kids – with top producers in all fields, Learn from the best within, Gold& platinum recipients, Joining and being involved, you build, Be a better agent/ realtor, Create a tag line, Educate all we do, Financial Literacy, Tax professional event for education, Videos- Youtube channel , Channels and ownership, Simplify message, Helpful tips in emails, Getting better at your business quarterly and mini sessions, Video testimonials from attendees as they leave, Different Topics, Brokers only- how to run a business, Same event different times, Webinars for more participation, Social media presence,

Increasing awareness of benefits, Recruiting new members to committee participation, Calendar of Benefits, Advertising/Promotion of benefits – Drip Campaign, Target non-Realtors.

THREATS: Zillow, Loss of membership/ loss of revenue to other assn.'s, The agents themselves who are unethical, Competition w/ so many agents, Home inspectors impact deals, Lack of time and complacency, Buyers more informal prior to meeting with Realtor, Level of Expectation vs Reality, Perception interest rates, Technology, Don't need an agent to buy and sell, Don't know how to run a business, No to do list, No time management, The agent doesn't know what they don't know, property taxes, sink or swim mentality, seasoned agents know it all and aren't keeping up, Misconception of money obligations right off the bat, Agents who don't think it's a real job, Not being able to show value.

LONG LIST OF GOALS SUGGESTED:

Get broker (145) owners more involved, More personal approach to new members and broker/owners, Ambassador to visit offices, Liaison @ each office, Make chairpeople talk at offices , Increase ways to communicate for all generations, Video forms, Financial education, Mandate in-person orientation (no more online) with gift, Increase affiliates and networking with Chem, Mini convention, Increase participation with video testimonials, Texting vs email, Educate How to run a business, Create a unique culture, Increase awareness of a culture, Improve education content, Diversify, Improve reputation, Adv. & Prom., Face to face content, Change up venues.

TOP 5 GOALS FOR 2018 TO 2019

GOAL #1 - Increasing Communication with Members and Brokers

- Have ambassadors in each office
- Make committee responsible to visit offices
- Broker happy hour with incentive
- More social media
- Encourage meeting new people at events

GROUP RESPONSIBLE: Chairpersons and Past Presidents

GOAL #2 - Target Non-Realtor Members, Brokers and Affiliates

- Networking event for them
- Open House at MCAR building
- Get list from CJMLS
- Ask Directors for Business card from affiliates
- Ad in Homes & Land

GROUP RESPONSIBLE: Create Membership Committee

GOAL #3 - 2019: Have Mini-Convention in April 2019

- Get a big name speaker - Floyd Wickman, Daryl Davis, Brian Tracey
- CE Credits
- Vendors
- Education
- Being more successful
- Relevant topics
- Divorce attorney
- Septic
- Tranquil Transitions
- Financial

GROUP RESPONSIBLE: Chairpersons

GOAL #4 - Focus on Education to increase member success

- Create curriculum
- Classes for new member training teaching basics
- Resource guide
- Financial importance

- Webinars/YouTube videos

GROUP RESPONSIBLE: Education Committee

GOAL #5 - Change the Status Quo with Events

- New venues - Hotels, Woodbridge Center, Dave & Busters, Boscov's.
- New Networking Events
- Easier events
- Happy hours
- Limit affiliates at mic
- Outdoor events

GROUP RESPONSIBLE: All Committees

COMMITTEE'S RESPONSIBILITY:

It is the role of the committees to be a link to accomplishing these goals. In addition, it is the role of the Board of Directors to ensure the goals move forward.

EXECUTIVE OFFICERS DUTY:

The Executive Officer's goal is to determine what can be done and what is in the budget. We need to simplify or change what stays and what goes and what needs to be different.

UPDATES: An update will be given periodically to the Board of Directors by the President.