



Strategic Plan

2021-2022

Northeast Atlanta Metro Association of Realtors®

PURPOSE

To provide value to our membership by providing the programs, products and services that increase productivity and profitability.

MISSION STATEMENT

Cultivate a unified REALTOR® and affiliate membership that pride themselves in being an ethical and professional organization dedicated to protecting and promoting private property rights while serving the Community through Advocacy and Consumer Outreach objectives.

VISION STATEMENT

"Optimizing REALTOR® Productivity and Profitability"

STRATEGIC PRIORITIES

This Plan contains the following Functional Areas. All areas contain actionable implementation strategies

Professional Development

Be THE Source for Education by providing current quality programs both online and in the classroom to enhance our member’s productivity and profitability.

Strategy: Add dedicated staff member to increase educational opportunities. Explore facility enhancements to increase facility space for education.

Member Services

A. Enhance the Awareness of REALTOR® Benefits through REALTOR® promotional materials from NAR and GAR.

B. Develop and Launch Leadership Academy by identifying and mentoring upcoming local leadership through orientation, networking, etc.

Strategy: President-Elect selects Vice-Chairs for Committees which will serve as Chair during their Presidential year.

C. Maintain a strong Young Professional Network (YPN).

D. Maintain Broker Council by face-to-face Broker meetings, utilizing marketing and events.

Strategy: conduct quarterly Broker updates.

E. Develop Broker/Manager Training by conducting informational sessions, researching certification courses, and developing specific broker programs.

F. **Strategy:** conduct quarterly Manager updates.

Operations & Finance

A. Increase Revenue, Create and Maintain Reserves.

B. Increase membership by targeting non-REALTOR® Brokers.

Strategy: develop marketing highlighting differences between REALTORS and Licensees.

C. Enhance Partnership Program by continuing to increase partner benefits including expansion of the EXPO.

Strategy: begin transition for Association Executive.

Consumer Outreach

A. Increase community awareness through the utilization of REALTOR® Party Resource Grants for service projects and other community enhancements.

Strategy: apply for applicable grant opportunities.

B. Through Consumer Outreach efforts provide public updates regarding housing statistics and provide homeownership seminars through REALTOR® Party Resource grant programs.

Strategy: publish monthly data from REALTOR Property Resource. Institute weekly local paper articles on Real Estate.

Political Advocacy

A. Emphasize the importance of achieving RPAC goals through the REALTOR® Party, “With Awareness comes Investment”.

B. **Strategy:** Communicate and promote the positive impact of legislative victories for both private property rights and the real estate industry.

C. Promote, Distribute and Increase participation in National and State Calls for Action and express the importance of incorporating community involvement.

Strategy: utilize all forms of communication available to generate issue awareness and membership reaction.

D. Promote and increase participation with State and National Legislative efforts.

Strategy: utilized pop-up display banners to highlight legislative accomplishments which affect industry.

E. RPAC investment increasing messaging and percentage of membership involvement.