

2025 - 2027 Strategic Plan with Actionable Tactics



#MembersFirst

PURPOSE

Keeping members first by delivering value, support, and opportunities for success.

MISSION STATEMENT

Empowering members with advocacy, knowledge, and resources.

VISION STATEMENT

Shaping the future of real estate through member growth and adaptability.

STRATEGIC PRIORITIES

This Plan contains the following five (5) Functional Areas.
All areas contain actionable implementation strategies.

COMMUNITY OUTREACH
MEMBER SERVICES
OPERATIONS & FINANCE
POLITICAL ADVOCACY
PROFESSIONAL DEVELOPMENT

COMMUNITY OUTREACH

PURPOSE: Provide consumer awareness through community outreach and engagement.

GOALS:

1. Increase community awareness
 - a. Identify, initiate, and facilitate community projects/enhancements
 - b. Develop media relations within our jurisdiction
2. Utilize REALTOR® Party Resource Grants
 - a. Research, identify, and apply for applicable grant opportunities
 - b. Provide media updates regarding housing statistics
 - c. Host homeownership seminars

MEMBER SERVICES

PURPOSE (1): Enhance the Awareness of REALTOR® Benefits and NAMAR Value

GOALS:

1. Promote, communicate, and distribute REALTOR® promotional materials from NAR and GAR
 - a. Create and communicate a NAMAR Value Statement focused on membership benefits
 - b. Research the feasibility of implementing a web-based NAMAR App
 - c. Survey membership regarding preferred communication methods
 - d. Investigate communication methods used in other industries
2. Utilize REALTOR® Property Resource (RPR)
 - a. Share, promote, and publish monthly RPR data
 - b. Offer member seminars on the value and use of RPR
 - c. Utilize RPR data for regular article distribution

PURPOSE (2): Identify and develop future leaders

GOALS:

1. Develop and launch the NAMAR Leadership Academy
2. Identify and mentor upcoming local leadership
 - a. Utilize the Pathway to Leadership initiative
 - b. Groom future volunteers through Vice-Chair appointments
 - c. Establish a NAMAR Leadership Scholarship to attend the GAR Annual Conference

PURPOSE (3): Identify, initiate, and expand relevant opportunities for engagement, collaboration, and inclusion

GOALS:

1. Explore, identify, and facilitate opportunities to engage members
 - a. Create a welcoming and inclusive environment
 - b. Research an Ambassador Program
 - c. Host focus groups
 - d. Utilize the future NAMAR building as a satellite location
 - e. Research interest in evening/weekend classes and events
 - f. Host educational and networking events
 - g. Implement member office visits
2. Enhance, support, and maintain a strong Young Professional Network (YPN)
3. Enhance and maintain Broker Council
 - a. Face-to-face broker meetings
 - b. Utilize marketing and events
 - c. Conduct broker surveys
 - d. Conduct quarterly broker updates
 - e. Evaluate brokerage events by company size

OPERATIONS & FINANCE

PURPOSE (1): Secure the current and future financial stability of NAMAR

GOALS:

1. Research and develop new revenue streams
 - a. Increase outreach to non-REALTOR® brokers
 - b. Develop marketing highlighting REALTOR® differences
 - c. Create a NAMAR value statement
 - d. Create non-dues revenue programs:
 - I. Room rental
 - II. Non-member pricing on education/events
2. Maintain reserves
3. Establish written processes and timelines for reviewing financial policies
 - a. Establish a Capital Building Account
 - b. Establish a Building Maintenance Schedule

PURPOSE (2): Enhance and demonstrate value for Affiliates and Partners

GOALS:

1. Enhance Partnership Program
 - a. Increase partner benefits and expand the EXPO
 - b. Implement an enhanced partnership program highlighting partners

POLITICAL ADVOCACY

PURPOSE: Educate members to engage, support, promote, and become REALTOR® Champions of political advocacy.

GOALS:

1. Emphasize the importance of achieving RPAC goals
 - a. With Awareness Comes Investment
 - b. Increase PAC investment through messaging and engagement
 - c. Meet Major Investor goals
2. Communicate and promote legislative victories
 - a. Research a Governmental Affairs Committee
 - b. Raise awareness of Gwinnett municipalities
 - c. Utilize all communication methods for issue awareness
 - d. Use banners to highlight legislative accomplishments
3. In consultation with GAR, facilitate participation in Calls for Action
 - a. Encourage community involvement
 - b. Increase participation in legislative efforts

PROFESSIONAL DEVELOPMENT

PURPOSE: Be THE Source for Education by providing quality programs that enhance member relevancy.

GOALS:

1. Explore locations to increase participation
2. Feature national speakers through grants
3. Host Broker CE and training
4. Explore grants for classes
5. Conduct cost analysis for courses/classes
6. Evaluate offering pre-license and post-license courses