

Southeast Kansas Association of REALTORS®

Strategic Plan

Mission Statement:

The mission of the Southeast Kansas Association of REALTORS® is to provide member support, education and leadership in the quest of professional excellence; to promote the REALTOR® image and ethical business practices within the community; and to support legislation that will preserve and protect private property rights.

Advocacy Goal: The Southeast Kansas Association of REALTORS® will be a leading advocate for private property rights.

Objective #1: Achieve 110% increase of RPAC financial & participation goals.

Strategy 1) Include recommended RPAC fair share contribution above the line on all dues billing.

Strategy 2) Promote the value and benefits of RPAC to all members utilizing all available communication methods.

Strategy 3) Implement recognition opportunities for members who contribute a fair share of \$20, or more, on the SEKRealtors.com website.

Objective #2: Promote participation in NAR and KAR Calls for Action.

Strategy 1) Announce Calls for Action in all available communication methods.

Strategy 2) Demonstrate 25% Participation in State and National Calls for Action, which is available for local associations at the REALTOR® Party website.

Strategy 3) Encourage Participation in the NAR Broker Involvement Program.

Objective #3: Monitor Local Community Issues.

Strategy 1) Inform and engage members, and the community, of important issues.

Strategy 2) Identify and support local REALTOR® friendly candidates.

Strategy 3) Utilize NAR resources such as Land Use Initiatives to study issues.

Strategy 4) Deliver (through NAR) the On Common Ground publication to community leaders.

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Consumer Outreach Goal: The Southeast Kansas Association of REALTORS® will be *The Voice for Real Estate*.

Objective #1: Promote monthly market statistics and trends to the membership, the media, and the public.

Strategy 1) Work with community groups and local media to provide information and context on local trends in the real estate market.

Objective #2: Participate in Community Events that highlight the Southeast Kansas Association of REALTORS®.

Strategy 1) Work with local media, social media, and use NAR Information and Research to provide content on the value of using a REALTOR®.

Objective #3: Through Councils, engage in community investment by organizing resources to assist in fundraising and projects that benefit a local charitable organization.

Professional Development Goal: Provide and Promote relevant and timely education & training opportunities for members.

Objective #1: Provide required (mandatory) New Member Orientation.

~~**Objective #2:** Provide required New and Continuing Code of Ethics Training.~~

~~**Objective #3:** Host an Annual Broker Summit to grow broker involvement.~~

Objective #4: Work with the Kansas Association of REALTORS® to bring continuing education to Southeast Kansas.

Membership Engagement Goal: Increase the level of member involvement in the Southeast Kansas Association of REALTORS®.

Objective #1: Create and maintain communications about member benefits.

Objective #2: Encourage broker, owner, and manager involvement and participation, and explain member benefits.

Objective #3: Complete an annual membership survey.

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Financial Resources Goal: Identify and implement financial strategies necessary to achieve desired results.

Objective #1: Establish policies and implement procedures to insure the financial solvency of the Southeast Kansas Association of REALTORS®.

Strategic Plan Certification

This Strategic Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Southeast Kansas Association of REALTORS®. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

Date of Board of Directors Approval:

4/25/18

President's Signature:



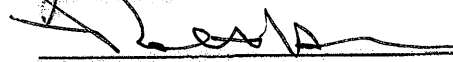
Julie Eisele

Vice-President's Signature:



Joni Gaertner

Administrative Assistant's Signature:



Rob Hulse