

Columbia Basin Board of REALTORS®

2018 STRATEGIC PLAN

Approved by Board of Directors

EXECUTIVE SUMMARY

The Columbia Basin Board of REALTORS® (CBBR) volunteer leaders and staff met on May 1, 2018 to create a strategic direction for their Organization. Following (1) an external scan of the forces and trends affecting the real estate industry and the REALTOR® Organization and, (2) analysis of the Strengths, Weakness, Opportunities and Threats surrounding CBBR, the Strategic Planning Committee (the Committee) reached the following conclusions and recommendations:

The Columbia Basin Board of REALTORS® exists to provide successful outcomes in these key areas:

- Professional Development
- Community Relationships
- Media Relationships
- Member Participation (REALTOR® Value Proposition)
- REALTOR® Political Action Committee (RPAC)
- Advocacy
- REALTOR® Relationships – NAR, OAR, and other local Associations

Success in these areas requires a healthy support system, or “infrastructure”, which includes such factors and considerations as:

- A stable level of membership
- An appropriate and sustainable dues structure
- Appropriate staffing levels and competencies
- Effective communication vehicles and strategies
- An effective technology infrastructure
- Effective marketing capabilities

Accordingly, in addition to regularly developing and implementing strategic outcomes in each of the Key Areas above, CBBR must continually review and plan for a strong and healthy Infrastructure.

To maximize the chances of achieving the ambitious goals set forth in this Strategic Plan, the Committee notes that:

- The CBBR Strategic Plan should be based on a 1-year time horizon, and
- Should include 1-3 clear, measurable outcomes in each of the Key Areas, as well as with respect to Infrastructure.
- Then, after the Plan is approved, the organization should allocate sufficient resources to ensure that the desired outcomes are achieved; and
- Must have in place a process to monitor progress toward achieving the outcomes, and to re-allocate resources as necessary.

COLUMBIA BASIN BOARD OF REALTORS®

2018 STRATEGIC PLAN

CBBR MISSION

The mission of CBBR is to represent REALTORS® and uphold the REALTOR® Code of Ethics, to protect and promote the interests of real property ownership, to educate, and to serve our members and our communities.

In order to accomplish our Mission, we establish the following goals:

Goal 1. (Education) CBBR will offer educational opportunities for professional development and to improve business standards.

Strategies:

1. Provide needed Continued Education hours.
2. Identify new inspiring speakers.
3. Provide non-credit classes on business technology, marketing and time management skills.
4. Educate members on benefits of CBBR, OAR, NAR, and RPAC.
5. Political and legislative updates.

GOAL 2. (Member Involvement) CBBR will increase member involvement.

Strategies:

1. Provide quality education opportunities.
2. Create non-board committees to report to the Board on community, city, and political issues.
3. Keep membership affordable.
4. Increase Affiliate sponsorships by doing a better job explaining how membership benefits them.

GOAL 3. (Communication) CBBR will increase our level of communication to ensure our members are informed.

Strategies:

1. Actively listening.
2. Encourage member involvement.
 - a. Have Board members be available/accessible by introducing them at trainings.
 - b. Thank volunteers.
 - c. New member welcome packet.
 - d. Keep website current.

- e. President – personal phone call to new members.
- f. Announce Calls for Action at trainings and other political updates.

GOAL 4. (Consumer Outreach) CBBR will create healthy communities and improve the Real Estate professional image.

Strategies:

1. Be the Voice of Real Estate
 - a. Liked/ followed House Logic’s Facebook and/or Twitter presence and shared tips on home owning, selling and buying, and encouraged members to share with their clients and customers.
 - b. Use social media to share local real estate data insights.
2. Community Investment and Involvement
 - a. Share digital content from NAR’s consumer-facing (@realtors) social media accounts of Facebook and encourage your members to do the same.
 - b. Sponsor or participate in at least one home ownership fair.
3. Member volunteer highlight and public gratitude.

GOAL 5. (Financial Stability) CBBR will develop policies which provide full accountability for member funds and comply with NAR financial policies.

Strategies:

1. Maintain financial policies and practices to meet accountability requirements.
2. Have CPA generate annual compilation report and file non-profit tax returns.
3. Full financial records transparency and accountability.

GOAL 6. (Political Advocacy) CBBR will protect and promote the interest of private property rights.

Strategies:

1. Continue “above the line” dues billing for RPAC.
2. Promote response to Calls for Action by CBBR members.
3. Advocacy committee provide public support for/or recommendations of a course or policy.
4. Promote attendance for REALTOR® Day at the Capital.

This Certification will be included at the end of the Strategic or Business Plan

Strategic/Business Plan Certification

This Strategic/Business Plan includes Advocacy and Consumer Outreach Components and has been officially adopted by the Board of Directors of the Columbia Basin Board of REALTORS®. It will be reviewed annually by the Board of Directors and submitted to the National Association of REALTORS® for approval.

Board of Directors Approval: Date 5/1/2018

President – Linda Andreason Date

President Elect – Bennett Christianson Date

Association Executive – Yvette Monahan Date