

**Winston Salem Association of REALTORS®
2011-2013 Strategic Plan
March 31, 2011**

Mission

To be the leading resource for real estate professionals, to advocate for private property rights and to be an integral part of the community.

Vision

**Winston-Salem Regional Association of REALTORS® -
Professionalism. Service. Knowledge. Vision.**

Goal 1: WSRAR members recognize that membership is vital to their business.

Objective 1.1: Identify the value to members of every program, product and service WSRAR offers.

Assigned: Task Force #1 (tbd)

Target: January 1, 2012

Objective 1.2: Develop and implement a member communications plan, including a comprehensive approach to obtaining member feedback.

Assigned: A "restructured" communications work group/task force (include technology influence) tbd

Target: 2nd quarter 2012

Goal 2: WSRAR has a governance structure that provides for efficiency and flexibility.

Objective 2.1: Evaluate the structure of WSRAR (board of directors, committees, etc.) for their relevance to the association's goals and objectives, and restructure as indicated.

Assigned: Task Force #3 (include past, present, future leadership, cross section of membership)

Target: End of 2nd quarter 2012

Objective 2.2. Develop/identify a program to recruit and train new leaders.

Assigned: Task Force #4 tbd (involve YPN)

Target: End of 1st Quarter 2012 and ongoing

Goal 3: WSRAR has a technology plan that capitalizes the potential of technology for the association and its members

Objective 3.1: Develop a plan that incorporates delivery of programs and services, and information and resources.

Assigned: Technology/information management group tbd

Target: End of 2nd quarter 2012

Goal 4: WSRAR has an ongoing influence in community, government and regulatory affairs.

Objective 4.1: Identify and encourage members to participate in local government positions.

Assigned: Political Affairs Committee, JLC and GAD

Target: Ongoing

Objective 4.2: Increase member mobilization on important issues.

Assigned: Political Affairs Committee and GAD

Target: Ongoing

Goal 5: WSRAR is prepared for a possible future without an MLS.

Objective 5.1: Develop a plan that addresses alternative revenue sources and less reliance on MLS income.

Assigned: Budget & Finance Committee

Target: Ongoing