

**Winston-Salem Regional Association of REALTORS®**  
**2015 Strategic Plan    January 29, 2015**

**Mission:** The mission of the WSRAR is 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 Statement:** Winston-Salem Regional Association of REALTORS®- Professionalism. Service. Knowledge. Vision.

**Goal 1:    WSRAR is a major influence in local government and regulatory affairs.**

- Objective 1.1    Achieve participation rates on NAR and NCAR calls for action to 20% of the membership.  
Assigned: The REALTOR® Party Committee    Priority: 1
- Objective 1.2:    Increase the percentage of contributions of the established RPAC fundraising goal from the previous year.  
Assigned: The REALTOR® Party Committee    Priority: Annually  
*Tactic: Educate members about the importance of RPAC.*  
*Tactic: Provide success stories examples*
- Objective 1.3:    Support property rights, housing, and real property ownership by providing active campaign assistance for local political candidates that are friendly to REALTOR® Party issues.  
Assigned: The REALTOR® Party Committee    Priority: Ongoing
- Objective 1.4:    Continue to identify and encourage members to participate in local and state appointed and elected positions.  
Assigned: The REALTOR® Party Committee and Joint Legislative Committee  
Priority: Ongoing

**Goal 2:    WSRAR promotes the REALTOR® image in the community, advocates for issues affecting real estate, provides reliable information, and invests in the community through its involvement and charity.**

- Objective 2.1:    Accelerate the promotion of the REALTOR® image in a variety of ways within the community.  
Assigned: Community Service and Outreach Committee and YPN    Priority: 1 and ongoing
- Objective 2.2:    WSRAR is continues to be the “Voice for Real Estate in the Winston-Salem Piedmont Area” and promotes market statistics and/or real estate trends and issues and their impact on consumers.  
Assigned: Staff    Priority: Ongoing  
*Tactic: ensure that this information is placed in a variety of places, social media, etc.*
- Objective 2.3:    Support the efforts of the North Carolina Homeowners Alliance, especially when it relates to the local market.  
Assigned: REALTOR® Party Committee    Priority: As needed
- Objective 2.4:    Re-evaluate WSRAR’s current charitable structure and related projects to ensure they meet relevant criteria for either or both funds or volunteer participation.  
Assigned: Task Force #1 to be appointed    Priority: 1  
*Tactic: Develop criteria to determine how funds will be spent.*

**Goal 3: WSRAR members recognize that membership is vital to their business.**

- Objective 3.1: Develop a plan that identifies the different member segments and the necessary approaches to provide services to each.  
Assigned: TBD after restructure Priority: 1  
*Tactic: Consider developing a broker-in-charge outreach program, to include targeted communications, BIC meetings/forums, etc.*  
*Tactic: Launch a member survey and/or other feedback processes to evaluate progress, and offer incentives.*  
*Tactic: Consider conducting a new member survey after a year in the association.*
- Objective 3.2: Evaluate the membership meetings for effectiveness, including location, topics, frequency, local relevance, etc., and how to promote/market the changes.  
Assigned: TBD after restructure Priority: 1
- Objective 3.3: Look for ways to simplify website access and navigation to increase member communication and participation.  
Assigned: Technology Task Force and Staff Priority: 1  
*Tactic: look for ways to get information about members attending events.*
- Objective 3.4: Develop new approaches to communicate the value of membership with current and prospective members.  
Assigned: Member Development? Priority: Ongoing  
*Tactic: Ensure that WSRAR's value is promoted to commercial members.*
- Objective 3.5: Evaluate the current continuing education programs at WSRAR for effectiveness and value to members and the Association.  
Assigned: TBD after restructure Priority: 2

**Goal 4: WSRAR has a governance structure that provides for efficiency and flexibility.**

- Objective 4.1: Implement a committee reorganization process for 2015.  
Assigned: President and Board of Directors Priority: As soon as possible
- Objective 4.2: Consistently review and implement the strategic plan.  
Assigned: Board of Directors Priority: 1  
*Tactic: Move the timing for the strategic planning process and related budgeting.*  
*Tactic: Recommend that the president-elect is always the Strategic Planning Committee Chair.*
- Objective 4.3: Explore merger or other partnership/shared services possibilities with nearby associations that would benefit all involved, including the possible positive financial impacts.  
Assigned: Board of Directors Priority: 1  
*Tactic: Invite presidents, presidents-elect, treasurers, immediate past presidents, and AEs to a meeting to discuss interest levels, and involve a facilitator.*  
*Tactic: Review for possible local application the NAR Shared Services Toolkit, especially the Assessment Guide.*
- Objective 4.4: Evaluate the current volunteer recognition program for relevancy and effectiveness.  
Assigned: Membership Development Committee Priority: 3

Objective 4.5: Evaluate the election process, officer and director requirements and composition, terms, etc.

Assigned: Board of Directors Priority: 3

*Tactic: Consider big and small firm "slots" on the board.*