

# GLAR STRATEGIC PLAN 2019-2021

*2020-2021 update*

## GLAR GUIDING PRINCIPLES

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### OUR MISSION

The mission of the Greater LA of REALTORS® is supporting the success of our members and protecting property rights.

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### OUR VISION

To raise the industry standard in member value, service, professionalism, innovation, and advocacy.

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### OUR VALUES

Gratitude  
Leadership  
Advocacy  
Authentic  
Relevancy

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### OUR CULTURE

We lead by example  
We are transparent  
We listen before we act  
We are results driven  
We give back

# GLAR KEY INITIATIVES

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## 1. REALTOR® RELEVANCE – Become more relevant in the daily lives of REALTORS®

- **Market REALTOR® Membership Value** – Develop a Marketing Program that identifies the benefits of REALTOR® Association Membership – at all levels.
  - **Member Requested Programming** – From education to events, and beyond Identify member-driven needs for association provisions.
  - **Member Outreach** – Engaging with members in new ways, on their terms, to encourage association importance.
  - **Member Benefits** – Creating and Promoting the types of benefits that the members need to be successful in life, the community, as well as in business.
  - **Expand Engagement Options** – Develop new and remote/ mobile ways for REALTORS® to participate in Association efforts, events, education, and membership offerings.
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### RE-DEFINED 8/28

## 1. REALTOR® RELEVANCE – Become more relevant in the daily lives of Members

### **Responsible Parties:**

- CEO, GAD, Staff, New Member Orientation Update
- Board of Directors
- Executive, Professional Development, Public Relations Committees
- Regionalization task Force
- Form a Task Force with YPN Chair and Affiliate Chair

### **Initiatives:**

MARKETING AND OUTREACH FOR MEMBERSHIP VALUE AND BENEFITS: Develop marketing and outreach programs to convey the association's benefits and value to the membership. These will be squared in contemporary ways, on the membership terms and encourage association's relevance by helping members way of life, their business, and community.

MEMBER REQUESTED PROGRAMMING AND ENGAGEMENT: identify member needs relevant to their growth in our industry, from education to events. Develop new remote and mobile ways to convey this education and these events

## **2. ENGAGING ATMOSPHERE – Create a Welcoming Place for ALL REALTORS®**

- **Simplify Interactions** – Create a streamlined process for all member interactions from application to reservation to investment/ sponsorship in all association activities.
  - **Representative Identity** – Create an organizational presentation that accurately represents our significance as an organization and a region, as well as provides identity to our local markets.
  - **Representative Governance** – Explore establish and implement a structure whereby every area/region has representation
  - **Engage Everyone** – Establish relationships, partnerships, and joint efforts with other organizations in real estate and our communities.
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### **RE-DEFINED 8/28**

## **2. ENGAGING ATMOSPHERE – Create a Welcoming Place for ALL Members**

### **Responsible Parties:**

- Staff,
- Executive Committee, Committee Leadership

### **Initiatives:**

- Personal outreach to individuals, offices by leadership
- Regionalization Task Force to address current inclusiveness of our entire membership areas, and potential future growth
- Regionalization Plans for 2020-2021

"Ambassadors/Advocates"

ANY OTHER ADDITIONS?

### 3. FINANCIALLY CONFIDENT – Identify new Association income streams

- **Transparent Policies** – Provide assurance to the membership that their dues and support is managed, spent, and invested with their interests in focus.
  - **Sound Investment** – Ensure that all association investments are focused on providing – and performing appropriately – to ensure member value, and confidence.
  - **Guide Asset Growth** – Create and support oversight - functions of all current and future assets of the organization.
  - **Invest in the Industry** – Commit to building a portfolio of investments that are real estate centric – real property, Association building.
  - **Innovate the Industry** – Identify opportunities to invest and support the innovations in the industry that can benefit the members as well.
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#### **RE-DEFINED 8/28**

##### **Responsible Parties:**

- CEO, Accounting Contractors
- Executive and Budget and Finance Committees

##### **Initiatives:**

- Maintain and amend as needed the adopted Investment Policy
- Oversee and direct the financial planner for reserves/investments.

#### **4. REALTOR® LEADERSHIP – Develop REALTOR® Leaders for all Communities**

- **Engage Leaders** – Encourage brokers, owners, and industry leader participation – as well as reach out and encourage support in others
  - **Value to Leaders** – Communicate the business benefits of Industry Leadership
  - **Train Leadership** – Develop a Leadership Series to foster representative leaders
  - **Educate REALTORS®** – Grow Education offerings both in terms of variety and delivery.
  - **Train Professionals** – Develop a comprehensive package of professional development offerings focused on advancing professionalism.
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#### **RE-DEFINED 8/28**

##### **Responsible Parties:**

- CEO/Staff
- Executive, Nominating, and Professional Standards Committees
- Past Presidents Working Group to be formed

##### **Initiatives:**

- Retool the Application Process for all Leadership Positions
- State and National Leadership program/process to develop/cultivate and present future leaders

## **5. ADVOCATE REALTORS® – The Association should grow advocacy REALTOR® issues, presence, membership, and advancement – everywhere.**

- **Advance Legislation** – Develop a local REALTOR® policy platform, and encourage member education and support of local, state, and national issues.
  - **Educate Values** – Create a member focused & REALTOR
  - **Engage Partners** – Build relationships and partnerships in the industry and community to promote the REALTOR® values and goals.
  - **Build Presence** – Strive to place the Association in visible roles in both industry efforts, and community efforts
  - **Be Top-Of-Mind** – Provide a meaningful connection with everyone and every group with which the association engages
  - **Build Community** – Engage all opportunities to build support for housing in our community. Support all policies, charities, and efforts to provide more housing – especially affordable housing – in our communities.
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### **RE-DEFINED 8/28**

## **5. ADVOCATE REALTORS® - The Association will (changed from should) grow advocacy of Realtor® issues, presence, membership, and advancement at the local, state, and national levels.**

**Goal:** To achieve a minimum percentile participation of member contributions to the Realtor® Action Fund to guarantee the maximum distribution of “funds” to the Association PACs. As set annually by the BOD, but never less than the minimums set by either C.A.R. or N.A.R. (whichever is greater).

### **Responsible Parties:**

- CEO, GAD
- BOD

### **Initiative:**

- Assess GAD position and coverage, look into adding additional GAD contractors to increase presence within all cities – GAD Team – look at part time GADS for each city for full coverage

### **Tactics:**

- same as previously