



**Beverly Hills / Greater Los Angeles Association of REALTORS®
2015 Strategic Plan**

Vision: The Beverly Hills / Greater Los Angeles Association of REALTORS® is the premier resource for the professional real estate practitioner

Mission Statement: We are dedicated to the success of REALTORS® by providing quality resources to enhance a successful real estate career.

Objective 1: Agents are informed, engaged, optimally professional and prepared to service their clients

Actions

1. Create a university-like campus with a full and rich curriculum that provides the necessary tools through education regarding business basics, business development, ethics, and risk management to help ensure the success of our members.
2. Establish an Education Committee to oversee action item 1 above; seek to obtain continuing education credits for classes. The mission statement of the committee will be the same as stated in action item 1.
3. Provide rewarding networking opportunities and communication techniques to succeed in real estate
4. Position our committees as launching boards in leadership and valuable resources for success
5. Provide a way to foster a sense of community and fair competition
6. Provide marketing regarding member benefits (use templates from CAR and NAR, i.e., publication of benefits from CAR)

Objective 2: Brokers as leaders in the industry, are supportive, and mentors to their agents

Actions

1. Provide useful, significant and relevant resources for brokers
2. The Education Committee will oversee the above action item.

Objective 3: Consumers rely on REALTORS® as the consummate authority and safeguard in real estate

Actions

1. Conduct consumer outreach through social media and local publications, tools to customize on a local level, consistent information and articles
2. Increase community involvement

3. Engage consumers through neighborhood councils, city council meetings, etc. as a speaker to introduce the Association as The Key Place for information
4. Educate consumers about real estate as an investment

Objective 4: Government is supportive of the real estate industry and private property rights

Actions

1. Continue to actively lobby on the local, state and national levels to promote and protect real property rights and keep our freedom to conduct business.
2. Continue to use alerts, email, newsletters and other communications to promote advocacy
3. Educate consumers and the community on government regulations, rules and restrictions
4. Use local media to advance the political agenda
5. Create an understanding of real estate laws affecting our members and communities
6. Educate and improve business conduct

Objective 5: Members are ethical, respectful and professional

Actions

1. Enlighten agents on legal requirements, Code of Ethics and professional etiquette
2. Provide ethics training beyond the Code of Ethics

Objective 6: Members value the Association and the service tools and information for success it provides

Actions

1. It is the responsibility of the new Education Committee to educate members on the programs, products and services of the Association
2. Empower the agents to educate and collaborate with each other
3. Position the Association to be the first source of reliable information –the first stop
4. Create a video library
5. Survey the members on issues of concern
6. Develop a member friendly organization
7. Distribute testimonials by successful agents on what the Association did for them
8. Promote the Association to the members; design a marketing effort
9. Develop opportunities to partner with winners
10. Be the first source of reliable information

Objective 7: Create an innovative think tank for our evolving industry



Beverly Hills / Greater Los Angeles Association of REALTORS® Strategic Plan Core Standards

ADVOCACY

Raise 100% of the established RPAC Fundraising goal.

Actions

1. Include a recommended RPAC Investment "above the line" on the annual dues bill that reflects the amount of the "fair share" goal.
2. Promote RAF at all events
3. Encourage Board of Directors, local CAR Directors and Committees to be 100% on fair share
4. BHGLAAR and CLAW are major donors to RPAC
5. Promote local recognition Program through Centennial Club

Achieve participation rates on NAR and State calls for action that are better than the average participation rates.

Actions

1. Encourage members to use the Realtor® Action Center App.
2. Promote Red Alerts on Social Media
3. Distribute Calls to Action to the full membership
4. Promote the Broker Involvement Program

Support property rights, housing, and real property ownership by providing active campaign assistance for local political candidates that are friendly to Realtor® Party issues.

Actions

1. Encourage participation in the State and the National lobbying days by providing scholarships
2. Identify local municipalities where the Association can be involved in the political scene and develop plans to monitor activities of the governing board
3. Get involved in local elections by interviewing all candidates and providing RPAC funds to the best candidates
4. Apply for NAR funding to run an independent expenditure on key local issues
5. Inform members as to which candidates the Association supports and encourage them to vote. Determine which members who are not registered to vote or have not voted in the past and provide them with registration materials and information on the importance of acting.
6. Encourage participation in State and National lobbying days

CONSUMER OUTREACH

Be the "Voice for Real Estate" and promote market statistics and/or real estate trends and issues and their impact on consumers.

Actions

1. Publish articles in Social Media
2. Promote MLS statistics, CAR Cool Things and NAR statistics
3. Create YouTube videos for the public

Enhance community involvement to promote the value proposition of using a Realtor® and/or engage in community activities that enhance the image of Realtors®.

Actions

1. Educate the first time homebuyer and home sellers through seminars and interactive financial literacy series
2. Participate in Habitat for Humanity
3. Sponsor Community events

Boost consumer advocacy efforts and engage the public in legislative/political issues that impact homeownership, real estate investment and related issues.

Actions

1. Sponsor Community Candidate Forums
2. Educate first time investors on owning investment property
3. Promote Social Media CAR/NAR sponsored legislation affecting homeownership

Heighten community investment through organizing human resources or fundraising for the benefit of local charitable/community organizations.

Actions

1. Use CAR state funds for local first time homeowner to obtain grants
2. Sponsor programs of volunteer Realtors to local charities/community organization
3. Sponsor community events

Note: Objectives and Actions are not in priority order.

Strategic Plan Certification

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

Board of Directors approval:

Date: 3-26-15
~~4-30~~

Diane Manns
President's signature

Date: 4-30-15

[Signature]
President-Elect's signature

Date: 4-30-15

[Signature]
Association Executive's signature

Date: 4/30/15