

Greater New Bedford Association of REALTORS®
2011-2012 Strategic Plan
March 3, 2011

Mission

The Greater New Bedford Association of REALTORS® unites, serves, educates and inspires its members to practice real estate with the highest professional standards; encourages real property ownership; and promotes the REALTOR® image.

Vision

The Greater New Bedford Association of REALTORS® your valued and trusted resource.

Goal 1: GrNBAR offers relevant programs and services that members recognize and value.

Objective 1.1: Conduct a comprehensive member survey to determine wants and needs, and opinions of GrNBAR services.

Assigned: Task Force #1 and Staff

Target: End of 2nd quarter 2011

Tactic: include members of the Professional Services Committee on the task force

Tactic: Determine incentives for completing the survey.

Tactic: Identify programs desired that are not already offered.

Tactic: Evaluate cross tabs to determine differing member wants and needs.

Objective 1.2: Evaluate current programs and services to determine the value they offer to members.

Assigned: Task Force #1 and Staff

Target: End of 2nd quarter 2011

Tactic: List every program, service, and activity the association does.

Objective 1.3: Recommend implementation steps resulting from the survey and value proposition process.

Assigned: Staff and Task Force #1

Target: Middle of 3rd quarter 2011

Tactic: Create a publication/brochure that describes the value (both tangible and intangible) of all services

Tactic: Consider a variety of ways to communicate member value, including social media (implement communication plan tactics).

Goal 2: GrNBAR has the flexibility and financial strength to carry out its mission now and in the future.

Objective 2.1: Study the possibility of moving to a new membership management system.

Assigned: Staff and Finance Committee

Target: August 2011

Objective 2.2: Move forward to relocate the association member service center.
Assigned: Board of Directors
Target: October 1, 2011
Tactic: *Evaluate the pros and cons of each option (leasing or purchasing, income possibilities, etc.)*

Objective 2.3: Develop an investment strategy designed for long-term stability.
Assigned: Board of Directors
Target: End of 2011

Objective 2.4: Develop sources of sustainable non-dues revenue.
Assigned: Board of Directors and Finance Committee
Target: mid-2012 and ongoing thereafter
Tactic: *Ask every committee to examine all of their current offerings for possible non-dues income, plus any other ideas for such income, and share with the Board of Directors.*
Tactic: *Re-evaluate offering free education classes and the related impact of making a change.*
Tactic: *Consider offering online education for a fee.*
Tactic: *Consider offering pre-licensing classes through GrNBAR's real estate school.*

Goal 3: GrnBAR members are professional and knowledgeable practitioners.

Objective 3.1: Develop and implement a series of new educational programs on current and future technology applications.
Assigned: Professional Development Committee
Target: 2nd quarter of 2011 and ongoing thereafter

Objective 3.2: Offer more programs on legal, risk management and motivational topics.
Assigned: Professional Development Committee
Target: Ongoing
Tactic: *Consider sessions specifically for broker/owners.*

Objective 3.3 Determine new ways to offer more quality continuing education credits.
Assigned: Task Force #2
Target: 3rd quarter 2011
Tactic: *Revisit the association policy that prevents GrNBAR members from teaching a class to members.*
Tactic: *Involve younger members and those with related skills.*

Objective 3.4: Create an incentive program for members to attend courses on professional practices.
Assigned: Professional Development Committee
Target: End of 2011
Tactic: *Consider a model similar to the "GET" program.*

Objective 3.5: Recognize members for their professionalism and involvement.
Assigned: Task Force #3 (to develop) and Staff
Target: 1st quarter 2012

Goal 4: Members are recognized by the public as valuable professionals.

Objective 4.1: Publicize the resources that are available to REALTORS® that help them to be more professional.

Assigned: Staff

Target: Ongoing

Tactic: Deliver this information in a variety of ways, including social media.

Objective 4.2: Develop guidelines to determine involvement and/or expansion in community service projects.

Assigned: Community Service Committee and the Board of Directors

Target: 1st quarter of 2012

Tactic: Publicize efforts as they are determined

Objective 4.3 Research the possibility of developing a member ratings program.

Assigned: Task Force to be determined

Target: End of 2012