



# Strategic Plan

## 2018-2019

### **SWLAR MISSION STATEMENT**

The purpose of the Southwest Louisiana Association of Realtors is to enhance the individual members' freedom to conduct their business ethically and successfully; and to provide education to our members, so that they can better serve their clients and improve the quality of service to their customer.

### **SWLAR VISION STATEMENT**

A REALTOR partnership in providing premier real estate related information, education and services which meet the challenges of changing industry.

The 2019 Goals have been compiled and approved by the 2019 Board of Directors and Strategic Planning Committee

President	Dru Ellender
Past President	Steve Floyd
President Elect	Mike Stelly
Treasurer	Tricia Phillips

Directors	Debbie Link
	Amanda Cox
	Melissa Hamilton
	Jackie Myers
	Rebecca Sloan
	Tonya Meche

Strategic Planning Committee

Chair Person	Kathy Venable, 2017 Past President, Dru Ellender, 2019 President Tony Corner, 2018 Treasurer Steve Floyd, 2019 Past President
--------------	--

## 2019 GOALS

- A. Increase Membership Participation
- B. Improve and Increase Communication with Membership and Broker Offices
- C. Promote Professionalism and to Encourage Education and Certification
- D. Advocacy
- E. Consumer Outreach
- F. Purchase of Building for Board Office
- G. Explore New Technology and Consolidation of Multiple Listing Service to Further Enhance and Support Membership
- H. Explore Additional Revenue Streams
- I. Promote and Groom New Leadership
- J. Increase and Promote Affiliate Membership

#### A. Increase Membership Participation

- Committees or Teams to reach out to invite members to participate
- Set projected member count for each team and reach out to achieve participation
- Use of Constant Contact to reach every member to keep informed

#### B. Improve and Increase Communication with Membership and Broker Offices

- Ensure every member is up to date with all the latest information available from Southwest La Association of Realtors (SWLAR), Louisiana Realtors (LR) and National Association of Realtors (NAR)
- Communicate through all means available such as Constant Contact, email, Association's website, Multiple Listing Service (MLS) message of the day, direct mail, and Association's social media accounts.
- Through visits to offices to disseminate information when invited
- Broker Breakfast Meetings

#### C. Promote Professionalism and to Encourage Education and Certification

- To provide continuing educational opportunities to our membership at a low-cost promoting professionalism and encouraging education and certification.
- Provide Code of Ethics Course opportunities for Continuing Educational Credits to Membership
- Provide Professional Standards Course opportunities for Continuing Educational Credits to Membership

#### D. Advocacy

- Southwest Louisiana Association of Realtors (SWLAR) will continue to promote participation and contribution to Realtors Political Action Committee (RPAC).
- Southwest Louisiana Association of Realtors will continue to promote participation and contribution to the Louisiana Realtors Political Action Committee (LARPAC).
- Southwest Louisiana Association of Realtors will continue to include in the billing of our Annual Dues RPAC and LARPAC dues to increase and encourage participation.
- Southwest Louisiana Association of Realtors will set annual LARPAC fundraising goals and will work to achieve those goals through billing and fund-raising efforts.
- The Southwest Louisiana Association of Realtors will promote political action activities with communications to new members, information on social media, the Association's website and general publications to membership.

- The Association will publish Calls to Action from the National Association of Realtors (NAR) and from Louisiana Realtors (LR) through direct mail, email, MLS notifications of the day, Association's website and social media.
- The Association will encourage all Brokers to encourage all Realtor members to participate in NAR and LR "Calls for Action" and to disseminate the information through their office meetings, etc.
- Engaging the public in legislative and political issues that impact real estate and related issues.
- Working with other committees/teams when legislative issues arise that impact real estate and related issues.

#### E. Consumer Outreach

- Engaging the public in legislative and political issues that impact real estate and related issues.
- Promoting the "Voice of Real Estate" by promoting market statistics and market trends through press releases, interviews, local market stats and through NAR provided research reports.
- Community service projects that will enhance the image of Realtors in the community. The Community Involvement Committee will create an agenda of projects for the year that will aid the community and allow Realtors to have an impact in our community as well.
- Community Involvement Team will continue to monitor the community for any projects that may allow Realtors to further enhance our presence in helping our community.

#### F. Purchase of Building for Board Office

- Building Committee working in conjunction with the Finance Committee in the evaluation and determination/feasibility of purchasing permanent home for Board office.
- Building Committee continuing needs assessment and final location determination with recommendation to Board of Directors.
- Renovation upon purchase.

#### G. Explore New Technology and Consolidation of Multiple Listing Service to Further Enhance and Support Membership

- Continue to explore and attend meetings held around the state regarding data consolidation, regionalizing MLS, and/or consolidating into a statewide MLS to determine value to membership.
- Technology Team/Committee explore new technology that may interest or enhance Realtor's day to day work.
- Provide educational opportunities for Realtors to explore new technology.

H. Promote and Groom New Leadership

- Offer scholarships to LR Leadership Program to promote future leaders in our Association
- Identify future leaders and encourage participation in Association and State functions from Young Professionals Network
- Identify active participants in our Association as future leaders and encourage participation on state level.

I. Increase and Promote Affiliate Membership

- Through Committee/Team effort, identify potential affiliate members who may benefit from membership in our Association.
- Educate Realtors on Affiliate Membership guidelines and encourage Realtors to invite new members.
- Host Affiliate Membership Drive