



Strategic Plan

2021-2022

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.

Our mission is to empower our Southwest Louisiana Association of Realtors as they persevere, rebuild, restore, protect and advance the right to real property for all.

SWLAR VISION STATEMENT

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

Our vision is to be a trusted ally, guiding our members and those they serve through the ever-evolving real estate landscape.

The 2021-2022 Goals have been compiled and approved by the 2021 Board of Directors and Strategic Planning Committee

President	Tricia Phillips
Past President	Debbie Link
President Elect	Tonya Meche
Vice President	Taylor Gagneaux
Treasurer	Melissa Hamilton

Directors	Jackie Myers
	Rebecca Sloan
	Josh Foster
	Debbie Holt
	Karen Northcutt
	Josh Floyd

MLS Chair	Kay Vaughan
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Strategic Planning Committee

Chair Person	Tonya Meche, 2021 President Elect
Co-Chair	Josh Foster, 2021 Director at Large
	Tricia Phillips, 2021 President
	Dru Ellender, 2019 Past President
	Debbie Holt, Director at Large
	Tara Demarie, 2015 Past President

2021 GOALS

- A. Increase Membership Participation
- B. Improve and Increase Communication with Membership and Broker Offices
- C. Promote Professionalism and to Encourage Education and Certification and Designations
- D. Advocacy
- E. Consumer Outreach
- F. **Affiliate and Committee Job Fair (September) - Debbie Holt**
- G. Explore New Technology
- H. Explore Additional Revenue Streams **including Non-Dues Revenue**
- I. Promote and Groom New Leadership
- J. Increase and Promote Affiliate Membership
- K. **Grant Task Force Team – Tonya Meche**
- L. **Increase Awareness Cultural Diversity and Fair Housing**
- M. **Revenue of Training Room and Conference Room and Rental Units - Josh Foster**

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
- Adopt a value-added approach to Increase Membership Participation by providing resourceful content through speakers and events **both live and virtual**

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 and **portal**, Multiple Listing Service (MLS) message of the day, direct mail, and Association's social media accounts.
- Through visits to brokerages to disseminate information **to brokers and agents** when permitted
- Informational Broker Breakfast Meetings
- **Hybrid Meeting Options**

C. Promote Professionalism and to Encourage Education and Certification **and Designations**

- To provide continuing educational opportunities **both live and virtual** to our membership **that at a low-cost promote** professionalism and encourage education, certification and **designations**.
- Provide Code of Ethics Course and Professional Standards Course opportunities for Continuing Educational Credits to Membership
- **Acquire a Virtual Orientation and MLS Training Program for new incoming members**

D. Advocacy **(Dru Ellender to research additional verbiage)**

- Southwest Louisiana Association of Realtors (SWLAR) will continue to promote participation and contribution to Realtors Political Action Committee (RPAC) and 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 to promote and increase the number of LARPAC Major Investors within the association
- 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.
- Where legislative and political issues are concerned relating to the impact real estate, we engage 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. (Dru working on these 2 bullets)

E. Consumer Outreach

- Engaging the public in legislative and political issues that impact real estate and related concerns.
- Promote the “Voice of Real Estate” by sharing market statistics and market trends through press releases, interviews, social media posts, local market stats and through NAR provided research reports.
- The Community Involvement Committee will create and implement community serviced projects in accordance to NAR Core Standards Guidelines that will aid the service area and allow Realtors to have an impact.
- Community Involvement Committee will continue to monitor for any new projects that may allow Realtors to further enhance our presence in helping our service area.

F. Affiliate and Committee Job Fair (Sept) Ask Debbie Holt

- All affiliates given the opportunity to participate in the Fall Affiliate Fair
- Each affiliate to have a booth opportunity to talk to all participating Realtors[®] where information can be exchanged
- Committee booths for active participation with Realtors[®]

G. Explore New Technology

- Continue to participate in the statewide MLS.
- Enhance technology through statewide MLS.

H. Explore Additional Revenue Streams including Non-Dues Revenue

- Explore revenue streams and non-dues revenue

I. 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 **Social Circle**
- Identify active participants in our Association as future leaders and encourage participation on the state level **and local level.**
- **Hold Board of Directors Q and A Forum**
- **Hold Committee Fair and/or have Chair and Co-Chairs to speak at General Membership Meetings**
- **Open forum for discussion of future leadership program**
- **Open discussion for (if budget allows) send 2 additional people to annual LR Leadership Program**

J. Increase and Promote Affiliate Membership

- **Through the Affiliate 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 affiliate members.
- **Host Affiliate Membership Drive (Affiliate Fall Fair)**

K. Grant Task Force Team

- **Form members for task force**
- **Grant Bank Account**
- **Identify NAR Grants that meet our membership needs**
- **Write and apply for appropriate grants**
- **Submit and facilitate grant awards when funded**
- **Submit grant evaluation once project is complete**

L. Increase Awareness of Cultural Diversity and Fair Housing

- **Promote and provide Cultural Diversity and Fair Housing training and educational opportunities to membership**

M. Revenue of Training Room and Conference Room and Rental Units - Josh Foster

- **Finance Committee to review and discuss budget allocation of incoming revenue from rental units, training room and conference room to be presented to BOD**
- **Design and implement virtual contingency plan for**
 - **Trainings**
 - **Meetings**
 - **Use of Training Room**
- **Revenue generated from Conference Room and Training Room would be funds to be utilized at the Board of Directors discretion**

- Rental Units, Conference Room and Training Room to be sub accounts with line items allocation