Vermont Association of Realtors®

**Mission:** *We, the Vermont Association of Realtors®, empower our members to succeed as trusted Realtors®, and to promote private property rights.*

**Vision:** *The Vermont Association of Realtors® challenges its members to be their best.*

# Strategic Plan 2022 - 2023

## ADVOCACY

Promote and support private property rights & property ownership.

Be at the decision making tables & in their absence create the table.

Be identified/ recognized as housing's "go to" source, heard voice and most influential 'partner.'

Advocate for safe & sustainable communities at grassroots, state & national levels.

Lead in RPAC participation & fundraising.

Increase participation in Calls to Action & Broker Involvement program.

## COMMUNITY OUTREACH INCLUSION & DIVERSITY

Collaborate to create & nurture more inclusive, engaged, safe and respectful neighborhoods.

Realtors® give back and pay it forward. Measure, collect data and report impact ($500 comp).

Identify, support and fund Realtor® education for BIPOC, veterans, etc.

Obtain place making grants to support safe neighborhoods.

Seek and develop partnerships with like mined organizations.

Share and promote the value of Realtors® to consumers.

## LEADERSHIP

Engage, empower and motivate our Realtor® members.

Hire, train, enhance, and support the best professional staff.

Pre-position Realtor® tools to respond to challenges.

Coordinate with local associations to create superior Realtor® experiences to eliminate redundancy.

Create a culture for respectful issue discussion and discourse without conflicts of personality.

Purposed leadership with a culture of servant leadership.

## ORGANIZATIONAL EXCELLANCE

**Deliverables**
Provide Superior forms to Members Transparency in all VAR programs/initiatives Respect the time of Members/Staff.

**Finances**
Be a financially healthy organization & have adequate reserves for the future needs.

**Human Resources**
Maintain adequate and appropriate staffing necessary to support the strategic plan and the needs of membership.

**Operations**
Maintain and upgrade, as business conditions dictate, VAR infrastructure that includes, I.T., communications and membership systems.

## PROFESSIONAL DEVELOPMENT

Support professional standards, promote Code of ETHICS & C2EX to enhance professionalism. (Including citation program)

Create opportunities for Realtors® to have a better work/life balance.

Deliver world-class events that enhance Realtors' skills, competency & knowledge.

Create educational programing, CE and non-CE classes, to enhance Skills and competencies to enable Members to provide consumers with a superior experience.

Provide forums for best practices, case studies and risk management training.

Invest in ongoing professional development for leadership and staff.

Teach Realtors® to define and to articulate their value.

## REACH ENGAGE CONNECT

1) Communicate with Realtors®, personally, where they are:
A) Identify members by segmentation to ensure we are providing what they need better know Realtors® by building a rich member data base (M1)

B) Content set up in different categories for delivery type, etc.

C) Manner & frequency of messaging determined by Realtor® member.

D) Bi-lateral communication channel for Realtor® feedback (listening organization).

2) Deliver association value/ content to members.

3) Measure opinions of leadership, members and consumer through surveys-focus groups.

4) Enhance - develop relationships.
Local boards, affiliates, societies and councils.

5) Provide mentoring & guidance to our Realtor® members.