

The Metro South Association of REALTORS®
“STRATEGIC PLAN”

Developed on October 16-17, 2008

Approved by the MSAR Board of Directors on November 18, 2008

Mission Statement

The Metro South Association of REALTORS® advocates, protects and enhances REALTOR® interests; promotes professionalism and integrity; upholds the REALTOR® Code of Ethics; and safeguards equal housing opportunity and private property rights.

Goal #1: Develop a Policies and Procedures Manual

Strategy A: The President will appoint a work group to review the P&Ps obtained from other associations by the Association Executive and propose a draft to the Board of Directors as soon as possible.

Strategy B: Consider a tier system within each Committee structure consisting of both “voting” and “contributing” (non-voting) members.

Strategy C: Include in the P&P a written financial policy.

Strategy D: Create a job description for each Leadership role, Committee Volunteer, and Director.

Strategy E: Clarify Staff and Leadership duties in the P&P.

Strategy F: Include in the P&P a policy outlining the process to follow in case of an Association emergency.

Strategy G: Clearly define the role of the Executive Committee and its authority to direct Association matters between meetings of the Board of Directors.

Strategy H: Establish a policy requiring members who are funded to attend NAR and GAR meetings to report to the General Membership.

Strategy I: Include a requirement for line item comparisons of previous years in the budget information available to the Directors.

Goal #2: Create Value for the Member

Strategy A: Secure Sponsors for education events as a way of providing quality refreshments.

Strategy B: Conduct an extensive member survey and host a series of focus groups in order to better understand member needs.

Strategy C: Establish MSAR as the leading source of REALTOR® education in South Metro Atlanta.

Strategy D: Ask the VPs and Staff to attend Broker office meetings and share the information regarding the services the Association offers and their value to Members.

Strategy E: Develop a discussion forum on the MSAR website.

Strategy F: Incorporate e-commerce as a member service allowing on-line payment for all courses, events and member fees.

Strategy G: Provide, through the MSAR on-line registration process, the option for members to register for courses with or without course handouts provided on site. Provide links to course materials for members who wish to register at a lower fee and supply their own course handouts.

Strategy H: Use Certified Facilitators more often at educational events and ask CFs to market the Association's programs.

Goal #3: Address the Board's Financial Concerns

Strategy A: Explore all options for proper signage for location of the Board building.

Strategy B: Investigate the possibility of forming either a commercial condominium or selling the building with a lease back.

Strategy C: Identify businesses that need additional space but do not need highway exposure.

Strategy D: Contact NAR about obtaining a mortgage from the new REALTOR® Credit Union.

Goal #3: Address the Board’s Financial Concerns (Continued)

Strategy E: Ask the Education Committee to develop a plan to increase profit from education.

Goal #4: Improve Efforts to Train and Recruit MSAR Leaders

Strategy A: Continue the regional effort to annually train incoming Leadership.

Strategy B: In addition, conduct a Local Leadership Training Program in early December to which all Committee Chairs, Vice Chairs, members of the Board of Directors and potential new Leaders will be invited.

Strategy C: As part of the Local Leadership Conference, distribute and review the Association’s Policies and Procedures Manual, Strategic Plan, and Bylaws.

Strategy D: Include on the agenda of all Broker Forums a solicitation for the names of agents qualified to serve on MSAR Committees.

Strategy E: Ensure that a member of the Leadership Team attends New Member Orientation, encourages members to volunteer for Committee service, and explains the value in doing so.

Strategy F: Include in all Leadership sessions an understanding of the “Rules of Procedure”, and instructions on how to conduct an effective meeting.

Strategy G: Explore using the Terry School of Business or a similar institution to present general Board education. Include instruction on conflict resolution.

Goal #5: Develop a New Communications Strategy to More Effectively Reach the Member

Strategy A: Develop events calendars well in advance so that members have the opportunity to plan their attendance. Update this regularly on the Association website.

Strategy B: Encourage office sales meetings to be held at the Association offices in conjunction with educational offerings.

Goal #5: Develop a New Communications Strategy to More Effectively Reach the Member (Continued)

Strategy C: Encourage members to bring non-members to Association meetings.

Strategy D: Direct efforts toward attracting participation in the educational programs MSAR offers from the agents of smaller offices where training is not provided by the Broker.

Strategy E: Increase the efforts of the Membership Committee to solicit new members through direct contact with Non-Member Office Brokers. Solicit the support of the agents within Non-Member Offices to encourage their Brokers to join.

Strategy F: Establish “phone tree communication” as a way of remaining in regular contact with our Brokers.

Strategy G: Hold joint meetings with the Women’s Council of REALTORS® (“WCR”) and neighboring boards, when possible.

Goal # 6: Address Staff Issues

Strategy A: Extend cross training of staff and provide that back-up on budget issues is handled by the President and the Treasurer.

Strategy B: Ask the Association Executive to develop and update regularly a “cross training chart” showing the duties staff members are capable of handling.

Strategy C: Create a policy clearly indicating to Staff and Leadership how differences of opinion are to be handled. Include this in the Policies and Procedures Manual.

Goal #7: Increase Diversity on the Board of Directors and Within Leadership

Strategy A: Ensure that the website and all Board materials emphasize the cultural diversity of the Association.

Goal #7: Increase Diversity on the Board of Directors and Within Leadership (Continued)

Strategy B: Include member's language abilities in the "Master Member Profile".

Strategy C: Include diversity "sensitivity training" as part of the Leadership training day.

Strategy D: Educate Leadership to be aware of the need to apply equal standards and requirements for members of ethnic groups entering the Leadership ranks.

Goal #8: Improve Social Networking for MSAR Members

Strategy A: Revise MSAR programs to meet the needs of the times and involve more members (similar to what has been done at the "Circle of Excellence" event).

Strategy B: Create more social opportunities for the members and include good food.

Strategy C: Extend personal invitations to members to attend MSAR events, whenever possible.

Strategy D: Create events flyers and make them available to members at Open Houses and all Association meetings.

Strategy E: Educate the members regarding the importance of networking from a business perspective.

Strategy F: Create meetings of value to MSAR members by providing top speakers. Market the business purpose of these events.

Strategy G: Reach out to new markets (i.e., members who are not currently attending MSAR meetings).

Strategy H: Develop a list of potential speakers by obtaining recommendations on individuals with expertise from top Brokers and then taking the time to interview them in advance.