

# **Strategic Plan 2024**

## **Seacoast Board of REALTORS®**

### **Ratified April 18<sup>th</sup>, 2024**

#### **MISSION STATEMENT**

The Seacoast Board of REALTORS® maintains its reputation as the undisputed voice of real estate in our region by working in conjunction with the National Association of REALTORS® (NAR) and the New Hampshire Association of REALTORS® (NHAR) to provide REALTOR® members with the quality resources and advocacy required to assist consumers with the highest level of professional and ethical service.

#### **VISION STATEMENT**

To navigate the ever-changing landscape of real estate professionally, ethically and responsibly by continuing to educate, advocate and communicate for the betterment of the industry and most importantly, our members, their clients and the consumer.

#### **VALUES**

1. **Right to Housing Opportunity.** We believe that every individual should have access to safe, decent, affordable housing.
2. **Real Estate Impact.** We believe that a thriving residential and commercial real estate market is a critical economic engine to support healthy vibrant communities.
3. **Private Property Rights.** We believe that the freedom to buy, sell, lease and utilize property, as protected by the 5th Amendment, underlies all real estate transactions and markets.
5. **Entrepreneurship.** We support every member's freedom to pursue their business goals and achieve success consistent with the NAR Code of Ethics.
6. **Professionalism.** We believe that all REALTORS® ascribe to the highest standards of conduct, ethics and professionalism.

## HOW WILL WE OPERATE?

**Empathy.** In all that we do, we are guided by a deep understanding and sensitivity to our members' needs and concerns.

**Collaboration.** We believe that by sharing expertise, ideas, and resources with others, we can build relationships and solutions that will advance the industry.

**Stewardship.** We believe that we have a responsibility to manage and direct the assets of the association, including the integrity of the REALTOR® brand, for the sole purpose of benefiting our members.

**Transparency.** We strive for open communication with members to inform them of actions and decisions on their behalf.

**Resilience.** We must respond and adapt to the changing environment and be proactive in shaping a future in which our members can thrive.

**Inclusivity.** We believe that every voice has value in shaping the work we do, and that by embracing our differences, we will learn more, be stronger and develop better solutions.

### **Goal #1: EDUCATION**

Provide a comprehensive education program that empowers members with the knowledge and skills needed to excel in the real estate industry.

Barriers: Identifying member needs, securing quality educational content, member engagement

Objective A: Offer diverse training opportunities, from basic to advanced topics, to ensure members are always at the forefront of industry trends and best practices.

Objective B: Offer regular seminars, opportunities for CEUs, workshops and training sessions to help members stay current with industry trends, regulations and best practices. This can include diversity and inclusion, technology, legal updates, marketing and professional development.

Objective C: Offer meaningful new member orientation experiences that create a connection into the future and enhances value and member engagement.

Objective D: Promote ethical behavior and adherence to professional standards among members. This can include offering ethics training, enforcing a code of ethics and providing a platform for members to report unethical behavior.

## **Goal #2: EFFECTIVE COMMUNICATION**

Barriers: Complacency, ineffective technology, delivery methods and public messaging limitations

Objective A: Ensure clear and effective communication with members through regular updates, newsletters and online platforms. This includes providing timely information about industry news, events and opportunities.

Objective B: Establish a Public Relations Committee that promotes the positive image of real estate professionals and the Seacoast Board. This involves developing effective communication strategies, managing media relations, and highlighting members' achievements and contributions to the community.

Objective C: Encourage members to be active contributors to their communities. This can involve supporting local charities, participating in community events and promoting the positive impact of real estate professionals.

Objective D: Improve awareness of member benefits.

## **Goal #3: ADVOCACY**

Serve as the voice of real estate professionals in the region by advocating for their interests and concerns. This includes monitoring legislative and regulatory developments that impact the real estate industry and actively engaging with policymakers to ensure members' voices are heard.

Barriers: Public perception, external challenges to established professional standards and practices including government regulations and regulatory oversight.

Objective A: Provide members with access to support services, such as legal advice, insurance programs and professional development grants. This can help members overcome challenges and grow their businesses.

Objective B: Promote diversity and inclusion within the real estate industry. This can involve offering diversity training, supporting minority-owned businesses and advocating for fair housing practices.

Objective C: Uphold the highest professional standards and ethics within the real estate profession. This involves providing members with guidance and resources to maintain integrity and professionalism in their dealings with clients, colleagues and the community.

#### **Goal #4: LEADERSHIP and RECRUITMENT**

Lead by example and inspire members to strive for excellence in all aspects of their professional lives. Recognizing and nurturing leadership in service to the membership.

Barriers: Unwillingness to serve, lack of understanding about participation requirements, unclear messaging of opportunities

Objective A: Seek to identify and develop servant leadership. This includes recognizing leadership qualities among members and encouraging them to take on leadership roles within the Seacoast Board and the community.

Objective B: Promote continuity of the Seacoast Board by recruiting qualified members to committees, chair and board positions.

Objective C: Succession planning to help build a strong and committed organization.

Objective D: Foster a strong sense of community and collaboration among members. This includes organizing networking opportunities, social gatherings and professional development that allow members to connect, share ideas and support each other.

Objective E: Lead by example and inspire members to strive for excellence in all aspects of their professional lives. This includes recognizing and promoting leadership qualities among members by educating members to available opportunities and encouraging them to take on leadership roles within the Seacoast Board and community.

#### **Goal #5: TECHNOLOGY and INFRASTRUCTURE**

Maintain a high standard of technology for both Board (organizational) information as well as member implementation of technological advances.

Barriers: Resources, time management for implantation of updated technology, consistent implementation of resources and reliance on third parties.

Objective A: Assess technology for proper management of member data.

Objective B: Measure the effectiveness of the technology and implement strategies to maintain relevance.

Objective C: Help members leverage technology to improve their business operations and enhance client services. This can include offering guidance on using real estate software, social media marketing and other digital tools.