



Strategic Plan for The Blue Ridge Association of REALTORS®

Effective dates: January 1, 2024 – December 31, 2026

MISSION STATEMENT:

BRAR serves, supports, and leads our members toward building a more unified community.

VISION STATEMENT:

BRAR will build strong relationships and demonstrate our value to members and the community.

STRATEGIC GOALS:

Goal 1 Grow Membership and Improve Participation

Action Items:

- Eliminate the Distinction between REALTOR® and Affiliate Members. Combine the two and define all 625 as MEMBERS.
- Propose to the BOD to add an Affiliate to the BOD
- Secure a Bigger venue for Membership Meetings to Encourage Participation
- Create a Segment of Membership for Commercial Agents and Property Managers
- Consider a Board Seat for each Segment.
- Organize a Round Table Event for Commercial Agents and Property Managers to Present BRAR's Value Proposition. Use a Facilitator and Encourage Membership
- Organize a Tap-on-the Shoulder Event to Recruit new Committee and BOD Members
- Produce On-line Videos
- Hold "No Agenda" Get-togethers
- Increase use of social media for Member Engagement
- Contact Senior Brokers/Schedule Office Visits
- Hold Quarterly Broker Meetings
- Schedule Office Manager Meetings
- Put the Benefits of Membership on BRAR's website.
- Conduct One on One Meetings between BOD Members and other REALTORS®
- Develop an Affiliate Orientation
- Hold a "Fun Fact Friday" with Member Benefit Teasers (did you know....)

Goal 2 Build Relationships and Encourage Collaboration

Action Items:

- Contact:
 - The Homebuilders
 - Top of Virginia Regional Chamber of Commerce
 - Planning and Zoning Departments
 - Local Town and County Councils
 - School Boards
 - Old Towne Business Development
 - Apple Blossom Festival

- Organize a New-build Showcase/Engage with Builders

Goal 3 Improve Communication

Action Items:

- Develop a Public Relations Committee
- Hire an Outside Public Relations Consultant
- Expand Social Media Presence
- Schedule Radio Interviews
- Record Podcasts – Use Spotify
- Schedule Office Visits
- Prepare Press Releases on Noteworthy Events/Activities
- Make CEO consistent spokesperson for BRAR along with the association. President

Goal 4 Education Enhancement

Action Items:

- Hold CE Classes two times annually.
- Create CE Classes for Commercial Agents and Property Managers
- Offer Free CE Classes
- Bring GRI In-House
- Hold a GRI and Broker Premier Event 2 per Year
- Provide Resources to Veterans

Worth noting is BRAR's need to strengthen its public relations efforts. The association is involved in several community activities that benefit the community and should be promoted. It organizes a "Stuff a Bus" event for school children, a coat drive, helps with Habitat for Humanity, participates in a Suicide Prevention Walk, and helps with the community Thermal Shelter. These activities demonstrate how involved REALTORS® are in their community and how they give back.

Conclusion: The best Strategic Plans offer measurable and specific goals that can be reviewed and reshaped as needed. Our goal here is to have a plan that moves the association forward without frustrating leadership and staff by trying to do too many things in too short a period. This will be a roadmap that may see some detours as the months go by but should provide plenty of ways to get from point A to point B over the next three years.