

## BACK PANEL HEADING

### LOCAL GOVERNMENT RELATIONS

- Move toward hiring a shared Government Affairs Director for the Associations in the county
- Stress the importance of and increase contributions to the Political Action Fund
- Develop a monthly Legislative Forum where Members can dialogue with a local Mayor, city council member, county commissioner or C.A.R. staffer
- Make available guidelines on the role of the GAD and volunteers in tracking and affecting outcomes on legislative and regulatory initiatives
- Continue to promote and protect private property rights

### ADAPTING TO AN EVOLVING INDUSTRY

- Take the lead in shared services discussions
- Follow with CCRMLS discussions to formalize its structure under a central Board of Directors
- Work on Broker/Agent Skills through back-to-basics and business skills
- Work on Internal Procedures
- Meeting Management
- Leadership recruitment and training
- Code of Ethics Enforcement
- Investigate and enhance non-dues sources of income

### Next Steps

Actions to accomplish these Major Goals are detailed in a Business Plan. Each year, actions need to be prioritized. Then staff time, the availability of volunteers and financial assets need to be realistically allocated. The annual budget becomes the other major management tool for allocating resources and tracking programs.

### Committees Needed to Accomplish the Plan

Committee Members agreed on the following volunteer structure of the Association:

- Cultural Diversity
- Education
- MLS
- LGR
- Professional Standards
- Grievance
- Finance (Current and Immediate Past Presidents and Treasurers)
- Technology (new)
- Public Relations
- Events (Community Service)
- Young Professionals (new)
- Legislative Forum (new)

### Focus of the Association as a Trade Organization-

Committee Members concurred that the Association is a Trade organization dedicated to helping its Members succeed in business while protecting private property rights.

Aspects of the Association that resemble a Service organization need to be kept in perspective during the term of this plan. The allocation of human and financial resources to community involvement must be made with the understanding that a business return is needed in the form of REALTOR® image enhancement.

## 2007-2010 STRATEGIC PLAN



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**2007–2010**

**SAN LUIS OBISPO ASSOCIATION OF REALTORS®**

**STRATEGIC PLAN**

**MISSION:**

The purpose of the San Luis Obispo Association of REALTORS® is to enhance our members' ability to conduct business, to promote the Code of Ethics, and to protect private property rights.

**VISON**

Our vision is to promote the highest level of professionalism and ethics in the real estate industry to benefit our Members and the community at large.

**VALUES**

- Ethical and Fair Governance
- Leadership
- Provide a sense of place and worth for members
- Partner with our community
- High degree of professionalism

**GOALS**

**Outreach  
Internal**

Structured Ambassador Program that will take Members and Staff into REALTOR® offices with scripted informational updates and benefit reminders

- Updated website that will include interactive elements for more effective communication with younger Members
- Current leadership will invite others to become involved in the Association's committee efforts
- A Council will be formed for Members in the X and Y generations for networking and involvement in the Association

**EXTERNAL**

To enhance the image and develop a better understanding of the REALTORS® role...

- Ads will be placed in media outlets (radio, local papers)
- Public service announcements will be sought concerning the Association's community involvement
- Media guest appearances and columns will be pursued
- The website will also have interactive elements for the consumer, too
- The Association will take the lead in an annual Region 31 program/expo
- The Association will be proactive in generating discussions on shared services in the County

**Professional Development**

- Excellent education programming will continue as a high priority. Relevant sessions will cover back-to-basics tactics and business topics
- Additional training will be conducted on the Code of Ethics and the Professional Standards process
- Brokers will be provided with training, more information on laws and regulations, and a chat room on the website
- Local universities will be contacted about the potential of conducting a review and forecast and developing an internship program
- Members will become certified Win-Forms trainers to provide that service at the Association
- Each committee will have a mission statement
- Leadership training concerning roles and responsibilities will be offered
- Orientation will be assessed and possibly modified
- The use of webinars will be investigated