



2022 STRATEGIC PLAN

Mission Statement

The Mission of the Spartanburg Association of REALTORS® is to provide members with information regarding the resources available to them through the local, state, and national associations that will promote professional and ethical services to the public. The Association will also advocate for REALTOR® values and promote the REALTOR® Brand.

1. Key Result Area: Education

Goal: Facilitate member access to professional development courses

| Strategies | Assigned to | Timeline |
|---|--------------------|-----------|
| Promote and/or provide continuing education classes to assist members in meeting state licensing requirements | Education & Staff | Ongoing |
| Promote and offer non-continuing education classes in both online/anytime and virtual classroom format | Education & Staff | Ongoing |
| Promote programs that will enhance professionalism and increase competency | Education & Staff | Ongoing |
| Promote programs to educate members on the use of technology tools | Education & Staff | Ongoing |
| Promote opportunities for members to meet the 2.5 hours of Code of Ethics training requirement | Education & Staff | Ongoing |
| Provide quarterly BIC updates and special reports | Leadership & Staff | Quarterly |

2. Key Result Area: Membership

Goal: Provide education, information, services, and training for REALTOR® members

| Strategies | Assigned to | Timelines |
|--|-------------------------------|-----------|
| Encourage new and existing members to serve on an association committee(s) | Leadership, Chairs & Staff | Ongoing |
| Identify future leaders through their involvement in the association and community | Leadership, Chairs & Staff | Ongoing |
| Promote resources of SAR, SCR, and NAR | Leadership, Chairs & Staff | Ongoing |
| Include SCR/NAR updates at membership meetings, BIC updates and weekly updates | Leadership & Staff | Ongoing |
| Utilize electronic communications including social media to convey information | PR & Staff | Ongoing |
| Provide quarterly general membership meetings, including annual meeting in September | Leadership & Staff | Quarterly |
| Provide speakers on topics of interest at an accessible location | Leadership, Education & Staff | Ongoing |
| Survey members to assess services and benefits of the association | Leadership, Chairs & Staff | Quarterly |
| Increase affiliate membership and promote benefits to affiliates | Leadership, PR & Staff | Ongoing |
| Promote information, services, and events using social media | PR & Staff | Ongoing |
| Continue to update association website for members and consumers | Staff | Ongoing |

3. Key Result Area: MLS

Goal: Provide the latest MLS technology at a competitive price

| Strategies | Assigned to | Timelines |
|--|--------------------|-----------|
| Cooperate with all REALTOR® associations in the upstate | Leadership & Staff | Ongoing |
| Update MLS Bylaws and Rules and Regulations to ensure compliance with NAR and state laws | Leadership & Staff | Ongoing |
| Promote accuracy of MLS data by implementing data checker program | Leadership & Staff | Ongoing |
| Promote compliance with fair housing laws through fair housing word checks | Staff | Ongoing |

4. Key Result Area: Legislative Advocacy

Goal: Monitor legislative activities, increase advocacy, and increase RPAC participation

| Strategies | Assigned to | Timelines |
|--|--|-----------------|
| Conduct candidate screenings and recommend candidates for elected office | GAD & Govt. Affairs | Ongoing |
| Monitor Spartanburg city and county council meetings and report items of interest to members | GAD & Govt. Affairs | Ongoing |
| Invite SCR lobbyists for legislative updates at membership meetings | GAD & Staff | June |
| Provide information on how to participate in state and national lobbying activities and calls to action | GAD & Staff | Ongoing |
| Promote legislative advocacy through weekly updates and other electronic tools including a monthly update from GAD | GAD & Staff | Ongoing |
| Meet NAR RPAC goals | GAD, Govt. Affairs & Staff | January-October |
| Apply for a NAR RPAC fundraising grant to help fund annual event in the fall | GAD & Staff | March-October |
| Increase our membership participation to 50% in RPAC contributions | GAD, Govt. Affairs, Leadership & Staff | Ongoing |
| Provide information regarding RPAC and REALTOR® Party successes | GAD & Staff | Ongoing |
| Promote RPAC and provide legislative updates at BIC meetings | GAD | Quarterly |

5. Key Result Area: Community Service and Involvement

Goal: To increase member participation in community service activities and promote the REALTOR® brand

| Strategies | Assigned to | Timelines |
|---|-------------------------------|--------------------------------------|
| Host and promote multiple fundraising events to benefit local charities | Community Service & Staff | Ongoing |
| Provide information to members regarding opportunities to volunteer at the Spartanburg Soup Kitchen | Community Service & Staff | 2 nd Friday of each month |
| Promote events and member involvement within the community and share results | Community Service, PR & Staff | Ongoing |

6. Key Result Area: Diversity, Equality and Inclusion (DEI) and Fair Housing

Goal: Establish a proactive position to promote Diversity, Equality, and Inclusion (DEI) and Fair Housing

| Strategies | Part | Assigned to | Timelines |
|--|------|---------------------------------------|-----------|
| Advocate and promote (DEI) and fair housing within our local, state and national Associations | | DEI, Housing Opp., Leadership & Staff | Ongoing |
| Build, develop and encourage more inclusive and diverse committees and leadership within our association | | Leadership, Chairs & Staff | Ongoing |
| Partner with local non-profit organizations to host events promoting fair housing and housing opportunity within the community and use social media as a means to share, promote and view events | | DEI, Housing Opp., PR, & Staff | Ongoing |

7. Key Result Area: Core Standards

Goal: Review, implement, complete and document programs and activities that meet core standards requirements for the qualifying year

| Strategies | Assigned to | Timelines |
|---|----------------------------|-----------|
| Review NAR Core Standards and FAQ's | Leadership & Staff | Ongoing |
| Chart requirements and compare to current offerings and programs to identify any weaknesses and determine corrective measures | Leadership, Chairs & Staff | |
| Complete online reporting requirements in advance of annual deadline | Staff | Ongoing |

8. Key Result Area: Financial Solvency, Staff, and Building

Goal: Adopt policies and procedures to ensure fiscal integrity of financial operations

| Strategies | Assigned to | Timelines |
|---|------------------------------|------------------|
| Evaluate future staffing needs based on services provided and membership numbers | Treasurer, Finance & Staff | Ongoing |
| Monitor monetary policies of the association and MLS | Treasurer, Finance & Staff | Ongoing |
| Conduct annual audits of finances to include accountant's report | CPA | May-October |
| Evaluate building needs and assess city, state, and federal compliancy requirements to develop an action plan | Building, Leadership & Staff | Ongoing |