

**REALTORS® Association of Northwestern Wisconsin  
STRATEGIC PLAN  
February 17, 2010**

**Mission**

The mission of the REALTORS® Association of Northwestern Wisconsin is to be the indispensable resource for real estate professionals in Northwestern Wisconsin.

**GOAL 1: Assist members to achieve the highest level of professionalism** *(Primary: Education Committee)*

**Strategy A:** Offer timely and relevant courses that improve the performance all members.

- 1) How to draft contracts that present fewer problems, decrease liability and increase likelihood of closing
- 2) Proper use of new forms
- 3) Use of current technology, including the correct steps to email documents; target beginner, intermediate and advanced audiences
- 4) Use surveys and focus groups to identify what the membership wants to learn

**Strategy B:** Promote and partner with other organizations to increase education offerings available to members (NAR, WRA, ABR, CRS, etc.

- 1) Promote designations to members and the public
- 2) Promote the value of designations applicable to member practice
- 3) Organize regional meetings of designees for idea sharing and mutual promotion

**Strategy C:** Promote the importance and value of social functions as a means to increase a feeling of connectedness and cooperating in our working relationship.

**GOAL 2: Communicate more effectively with members.** *(Primary: Staff)*

**Strategy A:** Engage brokers, managers and members in the association through forums and special meetings, that are geographically-dispersed

**Strategy B:** Utilize differing communication vehicles, including social media formats, to disseminate information to members.

**Strategy C:** Provide association information in shorter ‘bite-sized chunks.’”

**Strategy D:** Investigate the use of and offer web-based online formats for education classes and association meetings

**Strategy E:** Increase member participation in information gathering, by utilizing targeted, quick methods. Utilize multiple target groups and delivery methods, including surveys, focus groups, and the ability for members to comment.

**Strategy F:** Recognize the key importance of the broker in disseminating information to members.

**GOAL 3: Increase member involvement in local, state, and national associations, as well as leadership positions in the community.** *(Primary: Board of Directors)*

**Strategy A:** Develop a process to actively encourage uninvolved members and members in all areas to engage in volunteer opportunities.

**Strategy B:** Actively reach out to members in all geographic areas by onsite visits to share information about the association and obtain feedback about association programs and services.

**Strategy C:** Encourage the selection of chairpersons from the existing committee members to preserve continuity and increase effectiveness

**Strategy D:** Encourage new members to complete a form to identify their interests in committees and their skills, and make the same form available online for current members.

**Strategy E:** Creation of a system for experienced leaders (who supplement the Nominating Committee) to shoulder-tap and mentor potential leaders.

**Strategy F:** Assemble a leadership team that is representative of our membership

**Strategy G:** Initiate the recruitment of a WRA board member for 2012, with emphasis on those currently serving on state committees. Recruit current members to begin service on state and national committees.

**Strategy H:** Inform members of opportunities to serve at the state and national level, with emphasis on introducing attendees at the state convention to state leaders.

**GOAL 4: Engage members in the political process.** *(Primary: GADs/RPAC Committee)*

**Strategy A:** Increase participation and contributions to RPAC

**Strategy B:** Continue to improve grassroots activities to engage members in local issues

**Strategy C:** Increase broker awareness and participation in NAR broker involvement program

**GOAL 5: Promote the benefits of membership.** *(Primary: Staff)*

**Strategy A:** Identify current local, state and NAR member benefits and include all (or links to) on the Association's website

**Strategy B:** Evaluate existing member benefits, and seek to increase and improve member benefits

**GOAL 6: Increase membership of non-Realtor® members, and maintain the current level of Realtor® membership** *(Primary: Recommend creation of Member Committee similar to past Realtor/Lender/Attorney format)*

**Strategy A:** Identify through brokers what members currently value most about their membership. Evaluate the level of member knowledge about current services.

**Strategy B:** Continuously promote the value of being a member of RANWW; consider publicizing a “benefit of the month”

**Strategy C:** Ask affiliates what value the RANWW currently provides and what would increase the value of their experience

**Strategy D:** Expand the network of service providers/contractors that would consider affiliate membership in RANWW.

**GOAL 7: Continuously evaluate the MLS system to determine its value to members; identify and maintain services/features that cannot be replaced at a state or local level** (*Primary: MLS Committee*)

**GOAL 8: Determine a succession plan in anticipation of retirement of Executive Officer** (*Primary: Board of Directors*)

Strategy A: Determine how the position will be defined in relation to the goals of the RANWW.

Strategy B: Determine criteria and qualifications for hiring

**END**