



## ***Strategic Plan***

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***Plan Prepared For:***

***South Dakota Association of REALTORS®***

***204 N Euclid Avenue***

***Pierre, SD 57501***

Strategic Planning Session Facilitated By:



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## **Vision**

The South Dakota Association of REALTORS® is a professional organization enhancing its member's ability to effectively operate in a constantly changing real estate environment.

## **Mission**

We exist to provide education, services and support to enhance our members' success in real estate.

## **Core Objectives:**

### **Objective#1:**

We will continue to educate and insure that SDAR and our local Associations comply with the Core Standards as developed and implemented by the National Association of REALTORS®

1. **Advocacy**
2. **Consumer Outreach**
3. Code of Ethics
4. Unification Efforts
5. Technology
6. Financial Solvency

## **Annually – Administrative Committee and Board of Directors**

### **Objective#2:**

We will continue our leadership position in support of, and performance in, RPAC investment and advocacy efforts within the state and as a leader at the national level.

1. Our Association just launched Above The Line dues billing, and moving forward will:
  - a. Research adding NAR provided inserts into future billing to educate members on the value of RPAC
  - b. Set S.M.A.R.T. (Specific, Measurable, Attainable, Realistic and with Timeframes) goals at the state level and provide assistance to our local boards to raise current and future possible participation numbers
  - c. Provide education and support directly to locals and to brokers for dues billing and seek opportunities for education to ensure broker level support to their respective agents
2. We will continue to communicate and promote the value of RPAC by:
  - a. Promoting investment at all meetings and events of SDAR and locals
  - b. Utilize brochures and materials provided by NAR on the value of investing in RPAC and/or Issues Funds
  - c. Further research the Broker Involvement Program (BIP) from NAR and educate local boards and direct to locals on the benefit for being involved

- d. Seek improved ways to directly promote the past successes and wins of RPAC with a “what’s-in-it-for-me” (WiiFM) message for members
  - e. Focus specifically on higher participation as a focus, and away from the overall amazing results in dollars raised each year-limit the belief that “we do so well, why do you need me”
  - f. Encourage leadership to invest and educate others to follow suit
  - g. Create friendly competition by and between all our locals as well as from state to state both within and outside of Region 8
  - h. Introduce the 100% Committee Challenge at all committees and BOD
  - i. Create a graphic/chart to simplify and track progress at various events/meetings of SDAR against progress made on NAR fundraising goals
  - j. Implement a “bring a buddy” concept across fundraising platforms
  - k. At all levels of RPAC we will set S.M.A.R.T. goals-focusing on the specific areas we want to increase rather than where we are wildly successful already
3. We will continue to educate members on the importance of Calls for Action by:
- a. Providing additional materials and specifics on the value of taking action
  - b. Promoting statewide education at new member orientations on the program
  - c. Clearly showing the ‘WINS’ with measurable information for membership
  - d. A renewed focus on brokers statewide, both directly and through locals
  - e. Introduce the NAR Action Center App, and create an “App Challenge” to generate improved use and results
4. We will enhance our role in RPAC Advocacy by:
- a. Investigate developing a task force to research the 2015 (and future) REALTOR Party programs offered and made available through the annual Resource Guide and provide recommendations to leadership on what SDAR can utilize
  - b. Research new opportunities for NAR Grant Programs including the SMART Growth Initiatives and Housing Opportunity funding found in the RP brochure
  - c. We will remain active with the Robinson Core Land Use services
  - d. We will continue to:
    - i. Promote member involvement at all local and state level political opportunities
    - ii. Host our annual Chili and Oyster feed with state political leader, encouraging increased involvement by members statewide
    - iii. Invest in statewide political campaigns
    - iv. Interviewing political leaders
    - v. Utilizing our state lobbyist will adding local opportunities for exposure and assistance
    - vi. Direct one-on-one education on the role of our Association in the political arena at all levels of local and state government

**Ongoing – SDAR Leadership Team; Government Affairs Committee; RPAC and Issues Trustees; Members who hold key positions on the appropriate NAR REALTOR® Party Committees**

### **Objective#3:**

We will expand our focus and consistency of our efforts in consumer outreach, both at the state level (cumulatively) and in providing support for local Association boards.

1. Being the “Voice for Real Estate”:
  - a. Provide statewide statistics on market conditions to elected officials, for use by local Associations for local officials and media outreach
  - b. Generate state press releases, and customizable local releases on success and work of both state and local Associations on behalf of REALTORS
  - c. Increase annual P/R opportunities on elected leadership, including possible media interviews, promotion and other ways to get the leadership voice out
  - d. Continue to be proactive on measures and issues within our legislature and share same with the public
  - e. We will seek opportunities to, with, and for our local Associations providing stats and information on programs used by SDAR for their benefit
  - f. We will continue to create strong alliances with other land rights groups (the HBA, etc.)
  - g. We will seek opportunities to research cumulative past successes of REALTORS statewide for promotion as the voice for real estate
2. Community Involvement
  - a. Encourage continued involvement by REALTOR® members and highlight that involvement in each local community
  - b. Investigate the collective involvement by statewide membership and promote same throughout the state-consumers don’t know what we already do for them
  - c. Continue our financial sponsorship for the Annual Housing Conference with the SD Housing Authority, and seek ways to more effectively promote the value to our members and our community of same
  - d. Continue promotion of our Mark of Excellence state award to our members and bridge the gap of the community involvement portion as a community promotion
  - e. We will actively seek ways to promote member involvement in, and market to each community that involvement in areas including:
    - i. Habitat for Humanity events
    - ii. Banquets
    - iii. YPN events
    - iv. Paint that House events
    - v. Local community clean up events
    - vi. Realtor for Kids events
    - vii. Work with other local non-profits, etc.
3. Advocacy Efforts:
  - a. We will research and begin to utilize grants and programs available from NAR
  - b. We will seek opportunities to promote legislative issues and provide public facing education regarding legislation affecting homeowners

- c. As mentioned earlier, we will implement a task force on NAR programs to insure we are aware of and to utilize the programs available to us and our local boards
  - d. We will seek available platforms to utilize the Convio system, or others, to engage the public in calls for action at the state and possibly local levels
  - e. Promote member involvement in legislative activities
  - f. We will drive involvement from the state level to locals, and from local to local
  - g. We will seek opportunities to promote to the public our Public Policy Statement
4. Community Investments
- a. We will research and begin to utilize grants and programs available from NAR
  - b. We will continue our involvement in the annual Salvation Army fundraising event REALTOR Ring Day, and seek new ways to promote same from materials fund at [www.realtorringday.com](http://www.realtorringday.com). We will further seek new opportunities to expand this event by:
    - i. Introducing fun local to local competitions
    - ii. Researching competitions with fire and police departments
    - iii. Inserting some fun into the event
  - c. We will research ways to expand the role of our foundation, including new opportunities, scholarships, and targeted fundraising-assigning ownership to goals set annually
  - d. We will use our state Association as the conduit for information and challenge each local with information from others to promote their communities, specifically the Smart Growth and Diversity grants, and the Independent Expenditures grants

**Ongoing –**

**3.1 SDAR Leadership Team**

**3.2 Membership Services Committee**

**3.3 Government Affairs Committee**

**3.4 Membership Services Committee**

**3.4 (c) SDAR Leadership Team and SD REALTORS® Foundation Board of Directors**

**Objective#4:**

We will focus in all areas of education, both as provided by the State and to strengthen the education opportunities provided by local Association boards.

1. Be a driving force in technology training and education for our members.

**Ongoing – Education Committee or create new Technology Committee**

**Objective#5:**

We will continue to serve our membership, expand consumer communications, and be the bridge between our local Associations and the National Association of REALTORS®.

1. We will focus on creating new platforms, goals, and objectives that directly increase member participation and engagement at the state level.
  - a. Dramatically increase one-on-one direct member contact from state leadership
  - b. Develop a clear and concise message from leadership to future leaders on the value of involvement and leadership within the Association
  - c. Actively seek ways to promote new/more members getting into leadership and into the board of directors and/or committees
2. We will focus on creating improved communications to members statewide on the value, services and results achieved by the state on their behalf.
  - a. Utilizing technology to effectively communicate with our members.
  - b. Dramatically increase PR and positive member messaging on work already done including developing additional marketing materials on past successes of SDAR to all

**Ongoing –**

**5.1 SDAR Leadership Team**

**5.2 Membership Services Committee**

**Objective#6:**

Develop a renewed focus on our Foundation, exploring expansion possibilities, focusing on setting annual fundraising goals, assigning ownership and leadership annually, and highlighting its importance for members, family, and our communities, statewide

**Annually – SDAR Leadership Team and REALTOR® Foundation Board of Directors**