

Coastal Carolinas Association of REALTORS® 2010 Strategic Plan

Vision: The Coastal Carolinas Association of Realtors® is the primary real estate resource for members and community.

Mission: The Coastal Carolinas Association of REALTORS® mission is to provide its members with programs and services which enhance the member's ability to successfully conduct business in a professional manner, promote cooperation among its members, advocate the public's right to use and transfer real property and support a spirit of community service.

Objective 1: Agents are educated and dedicated to a higher level of professionalism, embracing the value of Realtor ethics

Actions

1. Develop and implement a learning environment that will promote productivity and professionalism, to include business planning and operations, money management and time management
2. Create a development program for part time agents to include education and coaching.
3. Create a program that will enhance the value of the Association to top producers
4. Expand and promote the cost saving business relationships / partnerships
5. Establish and enforce higher standards for membership
6. Explore requiring members to attend training every two years (including agency and how it relates to the Code of Ethics)
7. Create stronger and expedient disciplinary actions for non-compliance to real estate law and agency
8. Stress the value of contracts, agreements and other documentation to agents

Objective 2: Brokers are committed and involved members of the Association and dedicated to business practices that increase profitability and professionalism

Actions

1. Create a Brokers Council to develop a Standards of Practice and protocols for BIC's
2. Implement training programs to enhance business planning and profitability of member offices
3. Raise the standards of education for brokers
4. Promote broker involvement in the Association
5. Establish a process to address new market trends and possible standard forms

Objective 3: Consumers recognize and use the Realtor as an integral partner in the Real Estate transaction

Actions

1. Support positive Realtor campaign directed to the public
2. Inform consumers on inaccuracy of Internet sources
3. Educate members on how to overcome unethical consumer actions
4. Provide consumers with education on current market conditions
5. Educate membership on generational differences
6. Educate members on how to deal with members of the international communities
7. Create focus group of consumers into the Association to enlighten us on their needs

Objective 4: Government is supportive of real estate issues and concerns

Actions

1. Promote participation and education on legislative issues
2. Expand the Realtor Vote campaign
3. Create a local "call to action" committee
4. Support SCR efforts to reorganize RE LLR/RE Commission and increased education requirements
5. Create forum with Realtors and Lenders to streamline banking issues
6. Lobby NAR on proactive actions and communications with appraisers

7. Lobby government for decreased regulation, taxes and fees.
8. Support efforts to oversee actions of HOA's
9. Participate in Green Issues activities
10. Lobby insurance commission to provide uniformed and low cost property and health insurance
11. Lobby the state to rewrite the landlord/tenant act
12. Broker reciprocity of business licenses between county and municipalities

Objective 5: Members are professional, educated and ethical.

Actions

1. Create and strengthen higher standards for Realtor Ethics through enforcement and education

Objective 6: Members are competently utilizing state of the art technologies.

Actions

1. Provide up to date information and training on current real estate technology
2. Develop a new media education curriculum in conjunction with HGTC
3. Implement technology using the Internet
4. Create technology communication for the agents
5. Centralize location of technology information
6. Create a technology fair and include training on Social Media

Objective 7: The Association provides valuable member services resulting in higher member participation and growth.

Actions

1. Promote the advantages and value of the Association
2. Research new programs, products and services that increase Association value
3. Evaluate existing programs, products and services for viability
4. Develop outreach programs to promote member participation

5. Identify all facilities needed to provide services to our Realtors
6. Enhance magazine Internet presence
7. Maintain accuracy of MLS information and expand methods of access
8. Encourage members and firms to become involved in their community
9. Evaluate hard costs of Association business
10. Create specialized opportunities for various interests groups within the Association
11. Research other organizations to find opportunities to grow
12. Develop a grass roots plan to represent all geographic areas the association serves
13. Develop specific member retention programs
14. Prepare for the loss of MLS
15. Develop alternative streams of non-dues revenue
16. Consider doing quarterly meeting at a larger venue
17. Enhance our relationship with local media and provide positive Realtor news and issues
18. Encourage and educate members on improving media relations

Note: Objectives and Actions are not in priority order.