



North Dakota Association of REALTORS®

Strategic Plan

Created at Retreat Held: Monday & Tuesday, October 13/14, 2014

Approved by NDAR Board of Directors December 9, 2014

To be reviewed and updated annually

Plan Prepared For:

North Dakota Association of REALTORS®

318 W Apollo Ave

Bismarck, ND 58503

Vision

The North Dakota Association of REALTORS® is the trusted voice of real estate and the advocate for a better real estate future.

Mission

The North Dakota Association of REALTORS® mission is to advocate for the success of our members in partnership with our local Associations and the National Association of REALTORS®.

Core Objectives:

Objective#1:

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

Objective#2:

We will be the source for education and support for our local Associations as they work through the implementation process of those same Core Standards.

Objective#3:

We will enhance our focus and deliverables to our members in all areas of technology.

Objective#4:

We will enhance the professionalism of our members by providing education and training.

Objective#5:

We will focus on non-dues revenue and additional sources of revenue for our Association.

Objective#6:

We will focus on a needs based analysis and staff review to insure we have the adequate staffing needed to provide the best support for our members and the public they serve.

Objective#7:

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

National Association of REALTORS® Core Standards

We will provide the tools, training and resources required to complete all of the six required Core Standards as presented by NAR. Specifically, as part of this plan we have focused on:

Goal #1: Advocacy:

1. Our Association currently does Above The Line dues billing voluntarily , and will:
 - a. Constantly gather data on objections to investing and continuously apply new tactics to get a 'yes', including working with locals to help them do the same
 - b. Help locals to set goals in all areas of RPAC and educate them for continued increases in participation
 - c. Provide education for dues billing and billing actual prior year investment amounts vs. simply the minimum state set goal amount on dues billings
 - d. Provide constant training on investing in RPAC and Issues
2. We will continue to communicate and promote the value of RPAC by:
 - a. Promoting investment at all meetings and events of NDAR and locals
 - b. Utilize brochures and materials provided by NAR on the value of investing in RPAC and/or Issues Funds
 - c. Continue to promote investors of all levels at our Association functions
 - d. Encourage leadership to invest and educate others to follow suit
 - e. Continue competition by and between all our locals as well as from state to state both within and outside of Region 8
 - f. Provide additional information for where the money goes and how it is used
 - g. Provide training so locals can take advantage of and use NAR provided funds.
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. Clearly showing the 'WINS' with measurable information for membership
 - c. A renewed focus on brokers statewide, both directly and through locals
 - d. Increasing the Calls for Action portion of education in new member orientation
4. We will continue to promote and achieve significant participation in NAR and NDAR Calls for Action:
 - a. Provide continued education to Brokers on the importance of involvement
 - b. Set specific state goals (outside of NAR goals) and specific local goals
 - c. We will share results of our efforts to brokers and locals
 - d. We will provide more education via leadership to membership on the importance of participating and the value of that involvement
5. We will enhance our role in Advocacy by:
 - a. Continued and improved education
 - b. Training for local boards including meet and greet event with our Government Affairs Director (GAD) and legislators.
 - c. Create a post card and on-going materials to connect the face of our GAD to the face of REALTORS®

Goal #1: Continued-Advocacy:

- d. Create an RPAC Trustees meet and greet including our GAD at both state and local events
- e. We will continue to enhance how we utilize our GAD to educate members and consumers and continue our influential position at our state capitol.

Goal #2: Consumer Outreach:

1. Being the “Trusted Voice for Real Estate”:
 - a. Continue to enhance the use of our GAD on consumers behalf
 - b. Provide statewide statistics on market conditions to elected officials, and for use by local Associations for local officials and media outreach
 - c. Generate state press releases, and customizable local releases on success and work of both state and local Associations on behalf of REALTORS
 - d. Provide continued information to all forms of media to paint a clear picture of what REALTORS® do for our community
 - e. Continue to be proactive on measures and issues within our legislature and share same with the public
 - f. We will be a better partner with our local Associations providing stats and information on programs used by NDAR for their benefit
 - g. We will continue to create strong alliances with other land rights groups (the HBA, etc.)
 - h. We will utilize successful programs from other states that could benefit members and the consumer in ND
 - i. We will provide information to the media on the dollars raised for RPAC by its members and how those funds have been used to help consumers

2. Community Involvement
 - a. Enhance our position of R.E.T.A. (Real Estate Trust Account) and what it means for our communities
 - b. Encourage continued involvement by REALTOR® members and highlight that involvement in each local community
 - c. Investigate the collective involvement by statewide membership and promote same throughout the state-consumers don’t know what we already do for them
 - d. Create a mentor program for TAPS (Tragedy Assistance Program for Survivors)
 - e. Implement safety classes for membership and promote to the public as well

3. Advocacy Efforts:
 - a. We will continue to utilize grants and programs as needed and available from NAR.

Goal #2 Continued-Consumer Outreach:

- b. We will continue to promote legislative issues and provide public education regarding legislation affecting homeowners.

- c. We will implement a task force on NAR programs to insure we are aware of and utilize the programs available to us and our local Associations
 - d. We will use the platforms available 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 local-associations and their communities.
 - g. We will continue to educate members, consumers and our legislators on the NDAR Public Policy Statement
 - h. We will work with other ND trade associations to promote consumer awareness of private property rights' issues
4. Community Investments
- a. We have and will continue to use grants as available from NAR as needed.
 - b. We will continue our work with and promote the TAPS* program, the REALTOR® Ring Day**, and Spare Key*** and other charitable events.
 - * *The TAPS program is the 24/7 tragedy assistance resource for ANYONE who has suffered the loss of a military loved one, regardless of the relationship to the deceased or the circumstance of the death.*
 - ***The REALTOR® Ring Day is a promotion with the Salvation Army where REALTORS® ring every kettle across the state for an entire day. This program was started in ND and now is in place in over 25 states every year and counting. The goal of this event, again started here in ND is to eventually have a REALTOR® ring every kettle in the United States for a single day and truly have a national REALTOR® Ring Day.*
 - *** *Spare Key is a program that helps families with terminally ill children to make mortgage payments at times of need.*
 - c. We will continue to promote the involvement of our members in their communities.
 - d. We will use our state Association to provide information specifically on the Smart Growth and Diversity grants, and the Independent Expenditures grants, and challenge each local Association to promote their communities.

Goal #3: Technology:

We will continue to focus on and implement innovative ideas to promote technology and its use to our membership and local Associations, including

- 1. We will enhance our Technology Committee and its role

Goal #3 Continued-Technology:

- 2. We will research with the Membership Services Committee the possibility of launching a digital Desktop Reference Guide-following the platform created by MNAR

3. We will work through technology to help our local associations with their requirement in Core Standards
4. We will better ensure our digital presence promotes what is most relevant.
5. We will enhance and promote more “Appy Hour” training presentations at the state and local levels and link information shared through our website. (“Appy Hour” is a demonstration of smart device applications useful for REALTORS® business)
6. We will utilize technology and social media as a platform to more effectively communicate with our membership
7. Continuously update and improve our website for our membership, and the consumer
8. Utilize technology to aid in all aspects of government affairs

Goal #4: Committee Directives:

As part of our planning process, we typically provide specific direction to our committees, including establishing goals and directives for each. As we focused on a longer term plan, we are providing a “point in the right direction” for our committees, to allow leadership of same to develop and achieve specific goals as they see fit, under the overall direction as defined.

1. RPAC Committee
 - a. Be #1 in the country as measured in the major categories as defined by NAR
2. Professional Development Committee
 - a. Provide more education geared toward new members
 - b. Meet mandatory requirements as set by the NDREC
 - c. Focus on provided education geared toward increasing overall member professionalism
 - d. Provide more classes and education on business ethics
 - e. Collaborate with brokers to enhance professionalism
3. Technology-Included as Goal #3 above
4. Government Affairs Committee
 - a. Focus on legislative session-and the various issues, bills and items
 - b. Increase awareness of GAD to members and government officials
 - c. Produce and implement postcard and mailer type materials for promotion of GAD

Goal #4 Committee Directives-Continued

- d. Continued and on-going support for REALTOR® members in or running for office
5. Membership Services Committee

- a. Implement a task force, work group or a Presidential Advisory Group (PAG) of combined ND/SD members to analyze and review policies, procedures and the actual events surrounding the joint ND/SD Convention held annually. The goal is to increase efficiency for staff and volunteers that host this event typically once every ten years
- b. Determine the needs and use of the Committee itself, including the name, the purpose and the role to insure it is and remains effective
- c. Drive Public Relations for the Association at the state and local levels, including
 - i. PR from, for and to our members, and
 - ii. PR to consumers about what the Association does or has done on their behalf in all areas of private property rights and home ownership

Additional Items:

Below are a series of additional discussion topics that generally fall under one or more of our stated Objectives. For clarity, these are laid out in simple bullet point format to easily implement and track.

1. Increase member involvement at all levels
2. Leadership will continue to regularly visit each committee
3. We will improve quality, NOT quantity, of member communications
4. Develop PR materials on the past successes of the Association to its members
5. Provide additional training and assistance to locals throughout the Core Standards implementation, and thereafter as well
6. Encourage members active involvement in running or remaining active in local office or to serve in other capacities within the community
7. Find new and better ways to recognize and involve our affiliates
8. Focus on non-dues revenue, including previous ideas of shared funding for the purchase of assets by and for local Associations
9. Promote stronger committees by having each develop that one "AH HA" goal that will motivate, inspire and focus the committee members to do good work

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NAR Core Standard Objectives:

During our retreat, our discussions included a historical overview, education and understanding of how NAR arrived at, and implemented, the new Core Standards. A significant Q&A session was held, and clarity of our state Association's role and current compliance within these standards was discussed and understood by all. As part of that dialogue, we discuss all aspects of the new requirements, including: (**BOLD** indicates specifically included within this plan)

1. Advocacy

- a. **We do RPAC dues billing**
 - b. **We do communicate the value of RPAC**
 - c. **We promote and have achieved significant participation in NAR Calls for Action**
 - d. **We actively promote statewide calls for action**
 - e. **We provide a method for advocacy engagement at all levels of our Association**
2. **Consumer Outreach (must perform 3 of 4)**
 - a. **We are the Trusted Voice for Real Estate**
 - b. **We complete several community involvement activities each year**
 - c. **We engage the public in legislative issues**
 - d. **We are involved in several community programs including fundraising**
3. **Code of Ethics**
 - a. We provide both new and continuing education classes on the Code of Ethics
 - b. In cooperation with other states in our region we have a viable Professional Standards process
 - c. We include a link on our website to NAR Code of Ethics
 - d. In cooperation with other states in our region we provide mediation services
4. **Unification Efforts**
 - a. Our bylaws and MLS Bylaws are reviewed every year
 - b. We have and provide access to legal counsel
 - c. We have policies and procedures in place including filings as required by state law
 - d. Our Strategic and Business plans include an advocacy component
 - e. Our Association Executive will complete 6 hours of CE/year
5. **Technology**
 - a. **We have an interactive website**
 - b. **We have multiple Association e-mail accounts and access**
6. **Financial Solvency**
 - a. We have strong policies in place to insure integrity of our operations
 - b. We complete an annual review
 - c. We will notify NAR of financial insolvency.