

STRATEGIC PLAN

INNOVATE, INSPIRE, SUCCEED

GSAR · REALTOR

STRATEGIC
STEPS TO
SUCCESS
2024



MISSION

Our commitment is to foster a community of professional Realtors® who champion ethics, innovation, leadership, and the safeguarding of property rights for the betterment of all.

VISION

To serve as the beacon of excellence, integrity, and leadership in the real estate industry.

CORE VALUES

- **Elevating Industry Standards:** We are dedicated to upholding the highest standards of professionalism and embrace the journey of lifelong learning and development within the real estate industry.
- **Service and Stewardship:** We equip and empower our members with the tools and training to serve the public with integrity and excellence.
- **Public Trust and Value:** We are committed to ensuring that our communities value and seek the expertise of REALTORS® for their real estate needs.
- **Advocacy for Positive Change:** We actively work to influence public policy and regulations to support a healthy real estate market and the protection of property rights.

- **Ethical Leadership:** We are dedicated to upholding and enforcing the highest ethical standards among our members, fostering a culture of honesty and respect.
- **Exclusive Membership Benefits:** We provide distinct advantages, opportunities, and resources that enhance the professional and personal growth of our members.
- **Community Contribution:** We strive to enhance the quality of life in our communities through responsible real estate practices and civic engagement.

STRATEGIC GOAL 1: Leadership Excellence & Cultivation

Cultivate a dynamic leadership framework. This framework will not only embrace creativity and innovation but also inspire volunteerism and ethical leadership among our members.

1.1 Developing Future Leaders

Objective: To identify, develop, and empower a group of future leaders who embody our core values while driving forward innovation and ethical standards in real estate.

Action Steps:

- Launch a Future Leaders Program, annually inviting nominations from our Board of Directors, to mentor and prepare nominees for leadership roles at local and state levels.

- Organize leadership workshops focused on ethical decision-making, strategic thinking, and community engagement, ensuring our leaders are equipped to serve the public and the association with integrity.

Responsibility: Board of Directors, Professional Development Committee

Timeline: Ongoing, with quarterly reviews and updates.

1.2 The Value of Participation

Objective: Strengthen the value of association membership by ensuring our members are well-informed about the benefits and initiatives at all levels of the association, fostering a sense of belonging and community.

Action Steps:

- Develop a comprehensive membership outreach strategy that includes regular updates, video briefings, and interactive webinars post-Colorado Association of REALTORS® and National Association of REALTORS® meetings to keep members informed and engaged.
- Highlight the direct impact of association activities on members' professional growth and community service, reinforcing the importance of active participation and the benefits it brings.

Responsibility: Board of Directors, REALTORS® Political Action Committee (RPAC), Professional Development Committee

Timeline: Ongoing, with quarterly reviews and updates.

STRATEGIC GOAL 2: Effective Communication

Revolutionize our communication strategy to foster deeper engagement, transparency, and understanding between the association, Colorado Association of REALTORS®, National Association of REALTORS® and the membership.

2.1 Membership Insights

Objective: To deeply understand our members' needs, perceptions, and the value they derive from the association, in order to shape our communication strategy for maximum relevance and impact.

Action Steps:

- Conduct an annual membership survey to gauge engagement levels and association benefits' value perception, and use these insights to tailor our communication efforts.
- Reassess engagement and value perception annually to measure progress and adjust strategies accordingly.

Responsibility: Board of Directors, CEO, Professional Development Committee

Timeline: Annually.

2.2 Diversified Communication Channels

Objective: Maximize member engagement by utilizing a multi-channel communication approach, ensuring accessibility and responsiveness to member preferences and feedback.

Action Steps:

- Develop a dynamic communication plan that leverages email, social media, websites, in-person meetings, and digital newsletters to reach members effectively.
- Implement metrics to assess the effectiveness of each communication channel, allowing for data-driven adjustments.
- Deploy a tracking system to monitor engagement metrics such as open rates and responses, facilitating continuous improvement in our communication strategies.

Responsibility: CEO, Professional Development Committee

Timeline: Ongoing, with quarterly reviews and updates.

STRATEGIC GOAL 3: Professional Development & Collaboration

Develop a system of professional development and collaboration opportunities catering to the unique needs and interests of our membership and our internal committees.

3.1 Membership Engagement and Professional Development

Objective: Strengthen the association's role as the primary resource for real estate knowledge, market insights, and professional development for our members.

Action Steps:

- Offer exclusive access to detailed market analysis and trend reports, emphasizing their application in daily real estate practices.
- Conduct specialized workshops and training sessions focused on emerging market trends, technological advancements, and best practices in real estate.
- Develop a member-exclusive portal for sharing resources, networking opportunities, and professional support.

Responsibility: Professional Development Committee

Timeline: Ongoing, with quarterly reviews and updates.

3.2 Committee Collaboration and Effectiveness

Objective: Create a culture of collaboration, innovation, and efficiency among the association's committees to support strategic goals and member services.

Action Steps:

- Implement a cross-committee mentorship program to share insights, strategies, and best practices across different functional areas.
- Host bi-annual strategy retreats for committee chairs to align on association goals, discuss challenges, and brainstorm innovative solutions.
- Develop a committee performance dashboard to track progress against goals, highlight achievements, and identify areas for improvement.

Responsibility: Board of Directors and CEO

Timeline: Bi-annual retreats; dashboard reviewed quarterly.

STRATEGIC GOAL 4: Public Outreach & Brand Promotion

Showcase the value and integrity of the REALTOR® brand through strategic public outreach emphasizing our members' expertise, ethical standards, and community involvement.

Action Steps:

- Launch a public-facing educational campaign highlighting the benefits of working with REALTORS®, including ethical practices, market expertise, and consumer protection.
- Organize community events and sponsorships to demonstrate REALTORS®' commitment to community welfare and investment.
- Feature success stories and testimonials from satisfied clients on various media platforms to build trust and credibility with the public.

Responsibility: Public Relations Committee

Timeline: Annually, with specific events and campaigns scheduled throughout the year.

STRATEGIC GOAL 5: Legislative Impact & Safeguarding Property Rights

Cement our role as a key influencer in policy and regulation, benefiting the real estate sector and wider community.

5.1 Elevate REALTORS® Political Action Committee (RPAC) Awareness, Engagement and Goals

Objective: Consistently meet and surpass our REALTORS® Political Action Committee (RPAC) objectives, increase the number of investors, and respond to calls of action to bolster our position in real estate policy discussions. Boost the number of RPAC investors by highlighting its value and leading by example to foster a culture of advocacy within our membership.

Action Steps:

- Update RPAC information on our website and use resources from the National Association of REALTORS® and Colorado Association of REALTORS® to inform and engage members.
- Promote RPAC investment and its benefits at all General Membership Meetings, encouraging leadership and broker/owner participation.
- Expand the RPAC Ambassador Program to advocate for and increase investment in RPAC, including hosting optional fundraisers as needed.

Responsibility: CEO, REALTORS® Political Action Committee (RPAC)

Timeline: Ongoing, with quarterly reviews and updates.

5.2 Maximizing Impact through Calls for Action

Objective: Lead in mobilizing responses to Calls for Action, reinforcing our commitment to real estate sector advancements.

Action Steps:

- Emphasize the importance of member response to Calls for Action with targeted campaigns from Colorado Association of REALTORS® Legislative Policy Committee (LPC) and the REALTORS® Political Action Committee (RPAC) Action Center App.

Responsibility: CEO, REALTORS® Political Action Committee (RPAC), Colorado Association of REALTORS® Legislative Policy Committee (LPC), Government Affairs Committee

Timeline: Ongoing, with quarterly reviews and updates.

5.3 Enhancing Member Engagement in Legislative Efforts

Objective: Deepen members' involvement and comprehension of the association's advocacy efforts while emphasizing the importance of local government relations and fair housing principles.

Action Steps:

- Maintain an active Government Affairs Committee and establish ongoing communication plans with key local entities.
- Host educational forums and communicate policy issues and their implications through diverse channels, advocating for fair housing and inclusive practices.
- Ensure applications to serve on Colorado Association of REALTORS® Legislative Policy Committee (LPC) are being made by the Glenwood Springs Association of REALTORS® membership on an annual basis.

- Meet with Colorado Association of REALTORS® staff to determine key legislative priorities and work to establish grass root connections with State and local reps.

Responsibility: CEO, Government Affairs Committee

Timeline: Ongoing, with quarterly reviews and updates.