

Lassen Association of REALTORS®
Strategic Plan
2020-2021

1. **ADVOCACY GOAL: LAOR will improve relationships with government officials and will become a valued voice in their decision making process**
 - A. **Objective 1:** Develop and implement an LAOR Advocacy Program and create a sustainable committee structure to carry the LAOR Advocacy through to the future
 - i) **Strategy:** Continually monitor Lassen County government for upcoming issues of importance to LAOR members and their clients specifically related to economic development, private property rights and the effect on property values. Identify and monitor issues of concern and report to the LAOR Board of Directors on a quarterly basis. LAOR Board of Directors will evaluate the issues and develop and implement appropriate LAOR responses
 - ii) **Strategy:** Regularly update the LAOR website to include timely and relevant information regarding the local, state and national legislative and political issues impacting REALTORS® and private property rights
 - iii) **Strategy:** On an ongoing basis, identify and recruit appropriate volunteer members for the Government Affairs Committee
 - B. **Objective 2:** Educate and engage LAOR members in ongoing governmental activities concerning real estate or property rights at the City, County, State and National levels:
 - i) **Strategy:** Develop and deliver education programs for the GA Committee and LAOR membership about the business importance of a sustained Advocacy Program
 - C. **Objective 3:** Educate elected officials about REALTOR® issues, private property rights, and the effects of regulation on REALTORS® business and private property values
 - i) **Strategy:** Develop and adopt specific LAOR advocacy policies relative to private property rights and REALTOR® business issues. Coordinate with CAR Government Affairs Staff to assist.
 - ii) **Strategy:** Meet regularly with Lassen County Staff and Board of Supervisors to develop an ongoing relationship and to explain LAOR advocacy positions relative to current or proposed ordinances and regulation
 - D. **Objective 4:** Increase LAOR members voluntary contribution to REALTOR® Political Action Committees (PAC) or Political Advocacy Funds (PAF)
 - i) **Strategy:** Distribute information and communication from NAR & CAR regarding the value of investing in and the benefits received from the individual's participation in the RPAC and CREPAC
 - ii) **Strategy:** Include the voluntary PAC or PAF contribution on LAOR membership dues bills on an annual basis

- E. **Objective 5:** Increase LAOR response rate to NAR and CAR Calls to Action by an additional 10% over the previous year's rate
 - i) **Strategy:** Post NAR and CAR Calls to Action on the LAOR Website, the MLS Home Page, Facebook Page or on the best place to widely communicate with members if the MLS homepage not practical

2. CONSUMER OUTREACH/PUBLIC RELATIONS GOAL Consumers will value and seek out the services of LAOR members and will appreciate the positive contributions REALTORS® make in enhancing the livability of Lassen County

- A. **Objective 1:** Develop and implement an ongoing public relations campaign on the benefits and value of utilizing REALTOR® services
 - i) **Strategy:** Develop a campaign of advertising and branding. All Consumer Outreach Programs and Public Relations efforts will be included in this campaign
 - ii) **Strategy:** Engage the LAOR Affiliate membership in co-branding and co-advertising the benefits and value of using a Realtor®.
 - iii) **Strategy:** Use all available channels for distribution, including newspaper, LAOR website, real estate publications, and chambers of commerce
- B. **Objective 2:** Focus the public's attention on the positive contributions REALTORS® make in enhancing the livability and economic vitality of Lassen County, focused on the actions REALTORS® take as well as monies invested
 - i) **Strategy:** Plan and implement ongoing community engagement projects such as the Chamber Mixer, Home & Garden Show, Concealed Carry Weapons Class teaching Realtor® & Public Safety, Lassen County Job Fair, Main Street Cruise Event.
 - ii) **Strategy:** Advertise and promote all community engagement activities of LAOR members annually
 - iii) **Strategy:** Annually advertise the recipients of the LAOR Realtor® of the Year and Affiliate of the Year & Scholarship Awards.
- C. **Objective 3:** Create an ongoing Community Investment program that includes both human resources and financial assistance from LAOR
 - i) **Strategy:** Continue participation in the Lassen County High School Scholarship Program, offering 1-2 Scholarships to the local High Schools in Lassen County.
 - ii) **Strategy:** Apply for the Housing Opportunity Grant through CAR for the Lassen County Pool Project
- D. **Objective 4:** Position LAOR as the Voice for Real Estate in Lassen County
 - i) **Strategy:** Develop regular statistical reporting tools, combined with information from CAR, to utilize in promoting REALTORS®

3. PROFESSIONAL STANDARDS GOAL LAOR will enhance member ethics and professionalism, and will improve consumer confidence through a more robust professional standards program

- A. **Objective 1:** Enhance training and expertise for LAOR volunteers participating in the Professional Standards Committee.
 - i) **Strategy:** Work with Region 2 to provide a Live Professional Standards class as part of the annual Region 2 Education Day.
 - ii) **Strategy:** Investigate receiving mediation training in partnership with a neighboring association.

- B. **Objective 2:** Enhance training for all LAOR members in Code of Ethics and Mediation
 - i) **Strategy:** Work with Region 2 to provide live Quadrennial Code of Ethics training as part of the annual Region 2 Education Day

- C. **Objective 3:** Evaluate and adopt expedited Code of Ethics enforcement programs
 - i) **Strategy:** Partner with CAR to provide Ombudsman services for LAOR and appropriate information and links to the CAR Ombudsman on the LAOR website.

4. TECHNOLOGY GOAL: LAOR members will remain the primary provider of real estate information for consumers in Lassen County

- A. **Objective 1:** Promote and adopt LAOR MLS rules and policies that are legal, ethical, and which conform to members' desired business practice and use of technology
 - i) **Strategy:** Update the LAOR Website to comply with NAR Core Standards requirements
 - ii) **Strategy:** Regularly review MLS rules to ensure compliance with NAR and CAR model policies, including both policy and technology issues
 - iii) **Strategy:** MLS Committee will identify ways to improve the accuracy and timeliness, and investigate additional enhancements to the system that will benefit LAOR MLS subscribers
 - iv) **Strategy:** Improve the MLS/Marketing/Tour meeting participation by creating member value, with an effort of creating fun, energy, and enthusiasm

- B. **Objective 2:** Investigate and consider implementation of Realtor Property Resource tools
 - i) **Strategy:** Engaged RPR staff to provided updated information on the RPR program to the LOAR board and membership.
 - ii) **Strategy:** Investigate providing MLS data to RPR and evaluate data licensing agreements
 - iii) **Strategy:** Engage RPR staff to provide training for LAOR members on the use of RPR if program implemented.

5. EDUCATION GOAL Members will receive and value quality training on local real estate and technology issues delivered by LAOR

- A. **Objective 1:** Education Committee will plan and deliver quality education programs on a regular basis
 - i) **Strategy:** Provide orientation within 30 days to all new members.
 - ii) **Strategy:** Provide quarterly trainings on subjects pertaining to the day to day business practices of REALTORS®, including regulatory, technology and consumer relations topics.

iii) **Strategy:** Coordinate with other members of Region 2 to provide live courses that meet this objective as part of annual Education Day

6. FINANCIAL GOAL: LAOR will enhance member service and stabilize association finances through improved financial processing and oversight

A. Objective 1: Create and adopt appropriate financial oversight policies.

Strategic/Business Plan Certification

This Strategic/Business Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

Board of Directors approval:

Date: _____

President signature

Date: _____

Vice President, signature

Date: _____

Association Executive signature

Date: _____