2017 STRATEGIC PLAN

MARCH 1, 2017

FACILITATORS:

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Thurston County REALTORS® Association is a professional trade association dedicated to promoting professionalism, competency and a high standard of ethics amongst its members. TCRA provides services, education and political advocacy which help each member pursue a successful real estate career. TCRA serves the public by fostering a professional business environment and by promoting and protecting private property rights.
**Member Engagement Vision:**

TCRA has successfully established a culture of “membership has value” within all membership levels.

**Objectives:**

1. **Members value and are aware of the benefits and services offered from membership.**
   
   a. Develop an ongoing strategy to educate members on available member benefits and resources.
      
      i. Develop a member benefits article in newsletter.
   
   b. Develop a consistent Designated Broker outreach program.
      
      i. Identify information and services for Designated Brokers that can be shared.
      
      ii. Develop methods to identify the needs and opportunities to strengthen relationships with Designated Brokers.
   
   c. TCRA offers business-planning resources to members.
   
   d. Develop an annual member survey.

2. **The association offers a vibrant and inclusive member community.**

   a. Increase member engagement through technology.
   
   b. Increase REALTOR® engagement at TCRA events.
   
   c. Increase REALTOR® member participation on TCRA committees.
   
   d. Build opportunities to recognize members.

3. **New members are welcomed and supported.**

   a. Develop a comprehensive new member orientation program that informs them of TCRA services and benefits of being a REALTOR® member.
      
      i. Work with Washington REALTORS® to identify pilot projects for messaging/campaigns.

4. **Create an ongoing “Members Engaged in Community” program.**

   a. Develop a program to ask members “How do you engage?” and/or “Do you wear your pin?”
   
   b. Develop ways to highlight, or reward, members/offices in PR efforts showing the variety of ways REALTORS® engaging.
PUBLIC INVOLVEMENT VISION:

Improve the public’s knowledge of REALTOR® values and the benefits REALTORS® provide to the community.

Objectives:

1. **Promote the value proposition of working with a REALTOR®.**
   a. Explore the possibility of establishing a metric to compare average sale price when working with a REALTOR® vs non-REALTOR®.
   b. Maintain relevancy when marketing REALTORS® as the “voice” of real estate via social media, print media, online media and/or TV and radio.

2. **Elevate the public profile of REALTORS® in the community.**
   a. Identify ways to use REALTOR® Content Resource.
   b. Highlight charitable and community REALTOR® involvement.
   c. Increase our social media presence within the community.
   d. Establish a metric to measure current public awareness.
   e. Explore the need for a Social Media work group.
      i. Develop social media policies.
   f. Identify opportunities to collaborate with other organizations to increase our impact and sphere, e.g., OMB.
   g. Develop opportunities for board members to speak on behalf of Thurston County Realtors®.
ADVOCACY VISION:

TCRA’s political advocacy program promotes and protects private property rights that in turn help our members pursue successful real estate careers.

Objectives:

1. **Identify opportunities to inform, and/or collaborate with, elected officials (e.g. City Council, County Commissioners, etc.) on REALTOR® issues.**
   a. Seek opportunities for REALTOR® party grants.
   b. TCRA provides education and resources on housing issues and homeownership.

2. **Identify and pursue partnerships with other business organizations that have similar political interests/positions (e.g., OMB, EDC).**

3. **Ensure members are aware of local state and national real estate issues.**
   a. Increase TCRA member attendance at the annual Washington REALTOR® Hill Day event.
   b. Develop strategies to incorporate social media to inform members, and the public, on local real estate issues.
   c. TCRA contributes articles on local real estate issues to media sources.

4. **Develop strategies to increase RPAC investments at the $250, $500, and $1,000 investment levels.**

5. **Identify REALTOR® member candidates to fill public office positions.**

6. **Proactively identify local elections where TCRA can have impact.**
   a. Collaborate with the State and National Association on grants and strategies to elect candidates once we have identified champions.
   b. Identify opportunities to support Core Standards in areas of “Vote, Act, Invest.”
   c. Research the opportunity, and viability, of hosting a candidate school.

7. **Increase members’ use of the REALTOR® Action Center App.**
   a. Promote app through email and on the website.
   b. Demonstrate the app at membership meetings, and host an “incentive” door prize drawing at meetings for members who have can show they have downloaded the app.