



2021 STRATEGIC PLAN

JULY 9, 2021

# TCRA

## MISSION STATEMENT

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. Offer 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.
  - a. 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. Provide 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. Contribute 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.

# **DIVERSITY, EQUITY AND INCLUSION VISION**

Thurston County REALTORS® Association supports and engages in programs/activities and initiatives that encourage diversity in member involvement, inclusion and leadership opportunities as well as promotes and advances fair housing across all demographics.

## **Objectives:**

### **1. Educate members on Fair Housing and Diversity, Equity and Inclusion**

- a. Offer the At Home with Diversity certification to members.
- b. Promote the NAR Fairhaven course to members.
- c. Through presentations to members, learn from our full community of REALTORS® and housing consumers about their experiences.
- d. Support Fair Housing Month by promoting information and education on our social media channels.
- e. Add a DEI component to New Member Orientations.

### **2. Identify opportunities for ongoing DEI/Fair Housing Awareness**

- a. Work with media to publish articles on DEI/Fair Housing.
- b. Plan and promote events on DEI and Fair Housing.
- c. Reach out to other community organizations and REALTOR® associations to better understand housing challenges.
- d. Advocate for structural change to increase diversity and home ownership.
- e. Identify sources for translation services for members to access.
- f. Seek opportunities to apply for NAR grants to support DEI events and education.

### **3. Seek to promote diversity in REALTOR membership and leadership**

- a. Collaborate with and support broker/owners in their outreach efforts to actively engage and bring in members with diverse backgrounds.
- b. Encourage broker/owners to identify one member from their offices to engage and participate in the TCRA Diversity committee.
- c. Encourage board members and committee chairs to participate in an Implicit Bias training opportunity.