

2017-2019 Strategic Plan

Approved 9/28/16



Goal 1: Raise member professionalism.

1. Develop course(s) to train members to be mentors
 - a. Consider certification for mentors – i.e. CREM (Certified Real Estate Mentor)
2. Require classes addressing professional REALTOR® conduct to maintain membership.
 - a. Tie in to new NAR 2-year Code of Ethics requirement to maintain membership
 - b. When available, consider Commitment to Excellence program currently under development by NAR
 - c. Create a task force to develop course content
 - d. Establish requirements, frequency, implementation timeline
 - e. Consider online and 'road show' offerings
 - f. Update bylaws to address the required membership class(es)
 - g. Educate members on new requirements
3. Promote professional courtesy and proper conduct
 - a. Promote at events
 - b. Offer articles, social media, etc.
 - c. Develop ways to promote best practices
 - d. Research feasibility for recognizing members doing good works

Goal 2: Increase member participation.

1. Increase involvement in committees and at association events.
 - a. Promote each event
 - b. Institute "bring one" campaign; consider "first time free" campaign
2. Increase social media engagement
 - a. Establish and measure metrics for social media engagement
 - b. Increase on-line presence
 - c. Consider additional social network delivery methods
 - d. Investigate best practice social and business networking
3. Promote the business value of participation
 - a. President to include value references/examples in each President's article of the *In Contract* magazine.
 - b. Include in Mentoring course
4. Support & engage young professionals
5. Conduct periodic classes/programs in outlying counties
6. Promote Area Real Estate Associations as an opportunity for involvement – CD (ongoing)

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Goal 3: Increase Broker/Manager Involvement.

1. Determine baseline for broker participation
 - a. Establish metrics from which to measure growth
2. Develop Broker Advisory Council (BAC)
3. Expand programming for brokers and managers
4. Offer Broker Forums
 - a. Offer Broker Manager Day
 - b. Consider NAR speaker(s) for forums (or BM day)
 - c. Consider offering Annual broker/manager orientation
5. Conduct survey – “What Brokers Want?”
 - a. Develop survey questions
 - b. Administer the survey
 - c. Analyze the data, report findings to BAC

Goal 4: Strengthen private property rights in central Ohio. (Advocacy)

1. Encourage REALTOR® involvement in local government
 - a. Enhance member relationships with elected officials
 - b. Attend local government meetings (city council, zoning board, fundraisers, etc.)
2. Educate members on legislative issues
 - a. Regularly publish legislative updates
 - b. Attend Area Realty Association meetings to provide updates/gather input
3. Increase utilization of NAR resources and grants – i.e. campaign services, smart growth, etc.

Goal 5: Promote the Mission of the MLS Corporation and Its Divisions

1. Refine governance of the MLS and COCIE to assure the best possible representation of broker/owner members.
2. Keep the MLS and COCIE adaptable to changing demands of members and to national initiatives such as the Broker Portal, Upstream and AMP.
3. Enhance educational opportunities for MLS and COCIE users to increase member success.
 - a. Provide more MLS classes in outlying areas
4. Improve compliance with the rules of MLS and COCIE to improve data accuracy
 - a. Increase publication of compliance related articles, notes, etc.
 - b. Emphasize compliance in MLS
 - c. Emphasize compliance in COCIE classes