

# Mason County Association of REALTORS™®

## Strategic Plan 2019 - 2020

**Mission Statement:** The Mason County Association of REALTORS™® is organized for the benefit of its member, to advance the business interests of its membership, to promote and preserve private property rights, and to uphold and enforce the REALTOR® Code of Ethics.

### 1. Professional Standards Goal

**MCAR will enhance member ethics and professionalism and will improve consumer confidence through a more robust professional standards program**

- a. **Action item:** Renew and update the existing Ethics enforcement and Arbitration contract with Washington REALTORS®
  - i. Clarify contract terms, including participation fees for members, obligations to provide volunteer participants, mediation services offered, NAR citation program and "Fast Track" hearing processes, and any volunteer training requirements
  - ii. Include the Washington REALTORS® Ombudsman services, including training for volunteer ombudsmen, eligibility requirements to participate and a reporting program that can be shared with brokerages and membership
- b. **Action item:** Solicit MCAR panel members for the Washington REALTORS® program
- c. **Action item:** As required by the Washington REALTORS® contract, ensure that all MCAR Board of Directors members obtain appropriate training related to professional standards
- d. **Action item:** New member orientation program to include NAR's online Code of Ethics training
- e. **Action item:** Provide updated website links for online members training and other NAR Code of Ethics and Arbitration resources

## 2. Advocacy Goals

**MCAR will continue to improve relationships with government officials and will be a valued voice in their decision-making process**

- a. Action item: Increase RPAC funds raised by MCAR by 10% over the previous year and make available to elect REALTOR® friendly candidates**
  - i. Investigate and recommend an annual RPAC fundraising program which identifies stable funding sources (including potential fundraising partners), which targets new potential investors, and which recognizes and thanks RPAC investors on a regular basis
  - ii. Identify, plan and hold a stand-alone fundraising event on an annual basis, such as Chili cook off, a dessert auction, a wine pairing dinner, etc.
  - iii. Include above the line RPAC investment in dues billing collected by the state
  - iv. Each year, Board of Directors will obtain the annual list of MCAR investors in RPAC from the Washington REALTORS® and utilize this list to identify those who have not invested or have invested only at the minimum level as potential targets for fundraising efforts
  - v. Include RPAC funding efforts in new member orientation, with an emphasis on explaining the value and benefits of investing more than the amount collected in dues- billing by Washington REALTORS®
- b. Action Item: educate, support and engage local and State-wide elected officials who understand and support REALTOR® issues**
  - i. regularly engage MCAR members in the MCAR advocacy process through participation requests and updates on progress
  - ii. Draw on the personal relationship's members may have with candidates to obtain beneficial outcomes
  - iii. Key contact gets pictures of themselves giving "on Common Ground" to their officials
  - iv. Conduct an annual REALTOR Voter Registration Campaign or Get out the Vote on Facebook and web.

- v. conduct an annual candidate interview process to identify recipients of MCAR endorsement and RPAC funding. Partner with Washington REALTORS® and other associations for district candidates.
  - vi. Identify and train appropriate volunteers to fully participate in Washington REALTORS® key contact program.
- c. Action Item: Monitor, identify and respond to City or County issues affecting REALTORS® business and/or private property**
- i. Monitor City and County government activities such as business taxes, sign ordinances, land use, impact fees, water rights, and so forth, inform members about the issues on a regular basis, and where/when needed, assist in providing testimony in support of REALTOR® positions on these issues
  - ii. When necessary, mobilize members, partners, and funding sources to campaign for a beneficial outcome on important issues for REALTORS® and their clients
  - iii. Use Washington REALTORS Curate report to identify issues at county and city meetings.
- d. Action item: Increase MCAR response rates for NAR and WR Calls to Action over 2018 responses**
- i. Obtain the previous year's response rates for NAR and WR Calls to Action by February of each year
  - ii. Reinforce members' awareness of Calls to Action by including all calls to Action on the MCAR interactive website and announcing them at the monthly membership meetings
  - iii. Obtain the list of designated brokers currently enrolled in the NAR broker involvement program from the Broker involvement Chair in Washington, identify those designated brokers not yet enrolled in the program, and achieve 100% of MCAR designated broker involvement
  - iv. Increase members' use of the REALTORS® Action Center APP by advertising it through email and on the website,

and by holding an "incentive" door prize drawing for everyone who shows that the APP is downloaded to their cell phones.

### 3. Consumer Outreach Goals

**Consumers will value and seek out the services of MCAR members and will appreciate the positive contributions REALTORS® make in enhancing the livability of Mason County**

- a. **Action item:** Create a specific list of activities to promote each year for the Voice of Real Estate.
  - i. Identify and develop the most effective communications tools for this program -- both for members and for the public in different geographic parts of the County, including Facebook, website and monthly luncheons for members, and public channels such as the Allyn Community Association (ACA) newsletter in North Mason, and the city newspaper in Shelton
  - ii. Investigate NAR grants to develop program and apply as appropriate.

**b. Action item:** Continue ongoing sponsorship of the annual Housing Issues Briefing (HIB)

- i. Schedule the Briefing for maximum participation
- ii. Seek funding partnerships from sources such as NAR(Grants), Affiliate Members & WR
  - iii. Advertise in Mason County by including HIB updates on the website and Facebook page and by getting media coverage whenever possible.

iv. Hire mason WebTV to tape the Housing issues briefing and post video on Facebook and web site.

**c. Action item:** Provide MLS statistics and other housing information.

- i. to the local newspaper
- ii. on the MCAR website
- iii. to Chamber publications

iv. or any other communication channels available in Mason County

**d. Action Item: Enhance the reputation of REALTORS® and increase the Public's appreciation of REALTOR® engagement in community activities**

i Identify how individual members are involved in volunteer and civic programs, and advertise via the website, public service announcements, Facebook, and at MCAR meetings

ii Consider additional advocacy for the value of Mason County Schools as part of efforts to increase school levy

1.If this strategy is adopted, utilize appropriate advertising channels, including Voter awareness programs and voter drives

iii. Continue annual school supply drive held in July of each year. Utilize School District websites where possible to advertise the program and resulting benefits to the schools. Post on Facebook and web site.

iv. Develop a specific PR campaign and brand all aspects of the MCAR High School Scholarship program a ("Investing in the Youth of Mason County for over 35 years")

1.Continue the annual Oysterfest fundraising activities and update advertising to include the branding message

2.Include regular updates on fundraising activities, along with branding message, on all appropriate communication channels

v. Develop a specific branding program for all aspects of the annual food drive ("Feeding the Hungry in Mason County for over 20 years") held in November and December each year

vi. Continue to work with the School district on the Angels and Cherubs program.

vii. promote the auction at the installation as a fundraiser for Community Investments.

1. Create an advertising flyer for Brokerages to deliver to agents, asking them to participate in the program and to engage their clients in making contributions

#### **4. Unification efforts and support of the REALTOR Organization goal**

- a. Action item:** renew the memorandum of understanding for ongoing legal services with local attorney
- b. Action item:** adopt and maintain corporate documents, policies and procedures that conform to Local, State and Federal laws
- c. Action item:** MCAR's annual budget to include sending an AE or equivalent to attend at least 6 hours of training
- d. Action Item:** Provide an annual Safety activity to promote REALTOR Safety. (local law enforcement to speak at general membership meeting)
- e. Action item:** The Board of Directors will have leadership training in conjunction with the yearly BOD retreat, materials will be documented
- f. Action item:** MCAR has adopted a policy requiring a yearly performance review of the paid staff to take place in the fall.

#### **5. Technology Goal**

**MCAR will enhance member participation and increase consumer's reliance on REALTOR® services through updated technology tools and enhance MCAR's interactive website to exceed NAR Core Standards technology requirements**

- a. Action item:** Identify an appropriate volunteer (REALTOR® or community-bases) or hire competent web consultant to update the website
- b. Action item:** Provide links to NAR's professional Standards Enforcement information, Washington REALTORS® ombudsman program, and WR and NAR websites
- c. Action item:** Utilize NAR's House Logic and Real Estate Today radio widgets
- d. Action item:** continued use of Facebook and YouTube links on the website

## 6. Financial Solvency Goal

MCAR will stabilize association operations and finances through streamlining of services/operations and improve oversight thereby improving the financial stability and viability of MCAR

- a. **Action item:** Review, update appropriate financial oversight policies, including operating and capital reserve policies
- b. **Action item:** Complete a CPA Compilation report not later than April 1st each calendar year
- c. **Action item:** Explore opportunities for increasing income to the Association by utilizing the semiannual comparison list of REALTORS® members/non-REALTOR® licensees provided by Washington REALTORS® to develop a recruiting program for potential MCAR members. Investigating ways to increase affiliate membership and benefits

Strategic plan updated & Approved on 4/12/19

## 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 Strategic plan committee and submitted to NAR for approval.

BOARD OF DIRECTORS Approval

Angela Barnes  
President's signature

[Signature]  
President Elect signature

Ellie Howard  
Association Executive Signature

Date \_\_\_\_\_

Date 5/17/19

Date 5/17/19

Date 4/12/19