



Williamson County Association of REALTORS®

Strategic Plan

Revised 2018

Who We Are - Mission

The Williamson County Association of Realtors is a business that represents the interest of Real Estate Professionals. We advocate for quality of life in the communities we serve, the protection of Private Property Rights and responsible legislation for the Real Estate Industry.

Vision

The Williamson County Association of Realtors are leaders of a collective force that strive to shape and influence the Real Estate Industry by serving our membership, collaborating with community organizations and partnering with business organizations in the communities we serve.

1. Governance

Strategic Purpose: WCAR's exceptional staff and committed leadership professionals successfully fulfill our strategic vision by incorporating sound fiscal decisions and implementing proactive business strategies for growth.

Strategic Objective 1A– Staffing

WCAR employs a cohesive team of high performing professionals that are committed to providing a positive customer experience for the members and embrace the strategic vision of the organization.

Strategic Objective 1B- Facilities and Operations

WCAR owns a revenue-generating state of the art facility that embodies our belief in property ownership.

Strategic Objective 1C- Fiscal Responsibility

With sound professional investment advice and necessary financial oversight, WCAR incorporates prudent business practices to maintain the recommended reserves, restricted and dedicated funds to safeguard our business and ensure funding of our strategic initiatives.

Strategic Objective 1D- Structure

With the visionary leadership of committed professionals, engagement of members with specific expertise and the cultivation of future leaders, WCAR forwards its strategic vision through the use of project-based management work groups and task forces.

Strategic Objective 1E- Business Growth

WCAR is open to considering all business and organizational growth opportunities that can increase membership, corporate sponsorships, community partnerships and diversified non-dues revenue income streams through shared service avenues and service provider options.

2. Professional Development

Strategic Purpose: WCAR offers a full spectrum of forward-thinking professional and career development programs that exceed expectations and elevate industry standards.

Strategic Objective 2A - Programming

WCAR is viewed as the premier resource for high quality professional and career development programs that are relevant for all levels of professionals engaged in the real estate industry.

Strategy 2A1: WCAR offers continuing education opportunities needed to comply with state and national regulatory standards.

Strategy 2A2: WCAR offers opportunities to professionally advance members and non-members' careers through designations, certifications, skill-sharpening classes and panel discussions.

Strategy 2A3: WCAR offers networking opportunities for REALTORS® with experts from many fields.

Strategy 2A4: WCAR actively seeks classes and panel discussions to remain innovative.

Strategic Objective 2B- Target Audiences

WCAR anticipates and adapts to the changing needs of our various target audiences.

Strategy 2B1: WCAR engages the following audiences:

- Prospective Licensees
- Seasoned Agents
- Team Leaders
- Newly Licensed Agents
- Managing/ Non-Managing Brokers
- Affiliates

Strategic Objective 2C - Instructors

WCAR hires accomplished, field-relevant instructors who engage students in diversified and dynamic ways.

Strategy 2C1: WCAR maintains a high standard of requirements for their instructors in addition to the compliance requirements with State and National Associations, Regulatory Boards and Councils.

Strategy 2C2: WCAR continually evaluates the performance of its instructors.

Strategy 2C3: WCAR seeks the highest quality instructors both locally and nationally for its course offerings.

Strategic Objective 2D - Program Delivery options

WCAR delivers a spectrum of cutting edge development curricula in a variety of options, meeting the development needs of every professional.

Strategy 2D1: WCAR uses the following methods to deliver its curricula.

- Online
- Live Classroom
- Live Virtual
- Conferences, Seminars & Symposia
- ADA Compliance/Accessible
- On-Demand
- Satellite
- Webinar
- Self-Paced Learning Correspondence
- Evening & Weekend Courses

Strategic Objective 2E - Shared Services and Private Courses

WCAR is open to expanding business opportunities and non-dues revenue income streams through collaborative alliances with private companies and other associations.

Strategy 2E1: WCAR explores private courses for advanced credential programs, wholesale and retail concepts for coursework and programs, cooperation with other associations for economies of scale and leveraging profit potential, and offerings for Brokerage Firms, Lenders, Appraisers and Title Companies.

Strategic Objective 2F - Professional Standards

WCAR has a Professional Standards program in compliance with all NAR requirements.

3. Advocacy

Strategic Purpose: WCAR members understand the importance of investing in the political process and asserting the Realtor party influence to protect property rights, influence legislation impacting the real estate industry and preserve the quality of life in the communities we serve.

Strategic Objective 3A- WCAR's membership has a vibrant culture of financially investing in the political process

Strategy 3A1: WCAR focuses on educating members of the importance of investing in our careers by becoming RPAC investors ~~beginning~~ at all levels starting with new member orientation.

Strategy 3A2: WCAR educates and encourages major investor participation by hosting an annual major investor event for top producers, current major investors, current mid-level investors and broker/owners.

Strategy 3A3: WCAR encourages all members to invest at least a minimum level of \$99 - \$500 with local recognition.

Strategy 3A4: WCAR engages large offices and brokers with office visits, special events and speakers to educate them on the benefits of financially investing in our careers.

Strategic Objective 3B- WCAR is the authority on legislation impacting the real estate industry, property rights and the quality of life in the communities we serve.

Strategy 3B1: When not in conflict with local legislative initiatives, WCAR supports the legislative platform of NAR and TN Realtors.

Strategic Objective 3C- WCAR's members are actively engaged in cultivating relationships with legislators and elected officials that convey and support the Realtor Party Platform.

Strategy 3C1: WCAR's members participate in all calls for action (CFA).

Strategy 3C2: WCAR engages broker involvement with broker education, GAD interaction and office ambassadors.

Strategy 3C3: WCAR leverages members with key influencer connections to communicate Realtor Party Platform.

Strategic Objective 3D- WCAR proactively collaborates with candidates, elected and appointed officials, government entities, regulatory bodies and key community business leaders to further the Realtor Party Platform and find areas of mutual interest or collaboration.

Strategy 3D1: WCAR members and leadership engage with local community business leaders to identify opportunities for collaboration to benefit the community.

Strategy 3D2: WCAR engages with local candidates, elected and appointed officials, government entities and regulatory bodies through regular interaction to support Realtor Party positions.

Strategy 3D3: WCAR engages with the media to effectively communicate with members and the community on voter issues that affect property rights and the real estate industry.

Strategy 3D4: WCAR engages and supports our members in the local political process through identifying Realtor party champions who are points of contact

within their community who serve as local political coordinators and community ambassadors.

Strategy 3D5: WCAR actively cultivates Realtor-friendly candidates for local public office.

Strategy Objective 3E– WCAR utilizes a database to identify Realtors who are members of local boards, regulatory groups and other associations to be community ambassadors and local political coordinators to communicate a uniform message.

Strategy 3E1: WCAR surveys members annually to collect data for the member database to identify talents, strengths, experience and contacts that are beneficial to our business.

4. Community Outreach

Strategic Purpose: The Williamson County Association of Realtors consistently endorses the value of the REALTOR® and demonstrates its commitment to improving the quality of life in its communities by involvement in strategic events, investment in key relationships and engagement of the public in advocating for issues that impact them.

Strategic Objectives 4A- Programs and Events

The consumer recognizes our Realtor members are vested in our communities' interests by our selective involvement in programs and events that enhance the quality of life for those we serve.

Strategy 4A1: WCAR uses our voice, our time and our financial resources to support other civic organizations and businesses that serve the community.

Strategy 4A2: WCAR hosts events throughout the year that directly support the community we serve.

Strategic Objective 4B- Advocacy Mobilization

WCAR drives consumer advocacy by promoting our efforts and successes in the protection of property rights and the support of legislation that benefits property ownership and its utilization which affects our communities.

Strategy 4B1: WCAR selectively deploys our allocated funds to support legislative matters that positively impact the real estate industry and property owners in our community.

Strategy 4B2: WCAR selectively deploys our allocated funds to defeat legislative matters that negatively impact the real estate industry and property owners in our community.

Strategic Objective 4C- Influence/Outreach

Through its members, WCAR partners with community organizations, “regulatory groups, industry leaders”, charitable organizations and non-profit entities to implement a consistent message toward positive change.

Strategy 4C1: WCAR consistently supports Realtor Good Works Foundation of Williamson County, Inc. and their mission.

Strategy 4C2: WCAR actively seeks representation and participation within regulatory groups and commissions throughout our community.

Strategy 4C3: WCAR actively seeks representation and participation within civic organizations throughout our community.

Strategic Objective 4D- Realtor Brand

Consumers understand the importance of professional representation, our members’ commitment to excellence in their industry, our pledge to the Realtor Code of Ethics and the value of the REALTOR®.

Strategy 4D1: WCAR uses our various communications platforms to educate and exemplify to consumers our REALTOR® Brand.

Strategy 4D2: WCAR supports the National Association of REALTORS® and their initiative to enhance the REALTOR® Brand.

5. Communication

Strategic Purpose: As the authoritative voice for real estate, WCAR succeeds in delivering consistent, credible and accurate uniform messaging to its membership and public to enhance the REALTOR® brand.

Strategic Objective 5A- Internal

Members recognize WCAR as the reliable resource for accurate, timely and relevant information regarding real estate and business-related issues that enhance their professional growth.

Strategy 5A1: WCAR engages, educates, motivates, celebrates and keeps our membership informed through various communication platforms.

Strategic Objective 5B- External

The communities we serve recognize WCAR as the reliable resource for accurate, timely and relevant information regarding real estate and real estate-related issues.

Strategic Objective 5C: Methods of Delivery

WCAR utilizes a variety of methods to communicate its message.

Strategy 5C1: WCAR communicates uses, but is not limited to, the following methods

Strategy 5C2: WCAR actively pursues new and better methods of delivering communication to our members and the public.

- Email
- Video
- Flyers
- Social Events
- Calls for Action
- News Media
- Social Media
- Texting
- Direct Broker Communications
- New Agent Orientation
- Print Publications
- Classes

Strategic Objective 5D- Messaging and Branding

To reinforce the REALTOR® brand and value, WCAR utilizes uniform and consistent messaging to communicate to its members and the public.

Strategic Objective 5E- Talent-Member Database

Members' strengths and expertise are identified and recognized in an on-going process and utilized to better serve WCAR projects and continued growth.

6. MLS

Strategic Purpose: As a major shareholder of the regional MLS, WCAR appoints a director to the corporation and WCAR may receive a non-budgeted annual dividend that is considered an alternate non-guaranteed income stream that is evaluated by the finance committee for prudent use and investment.