

# Strategic Priorities 2022- 2024

**Engage and serve our membership, consumers, and the communities we serve by anticipating their needs and providing tools, education, and communication to reflect and promote the diversity in our communities by meeting people where they are.**

- To be an organization that anticipates and meets the needs of its members through robust education, communication, and support.
- Increased focus on education and professionalism standards to create value in membership.
- Focus on membership engagement and promote an increase in membership reflective of the diversity in our communities.
- Celebrate the uniqueness of our membership coming together to support the consumer. Different business models, backgrounds, passions.
- Communicate with consumers the importance of using a REALTOR®.
- In partnership with Brokers, be the trusted advisor for our members, a resource for knowledge and problem solving.
- Provide guides to members and consumers on the rapidly changing landscape of technology in real estate.
- Utilize our Advocacy Policy as a guide for supporting the multiple interests in home ownership.
- Build relationships and trust within communities and partner organizations.

## 1) Increase professionalism through access to growing abundance of educational resources for members

### **Subgoals**

Create professionalism standards/best practices and deliver in an engaging way:

- clearly communicating the value (What's in it for Me/Them)
- what do our members want and need in terms of professionalism training?

### Professional Standards-Ethics

- Develop ongoing education that uses timely issues to help educate members on how ethics works in real life scenarios.
- Bring Fun to the Table. “Trick” members into learning.
- Create resources to help educate agents where they are; video, infographics, podcasts, etc.
- Create resources for agents to use with clients to explain their obligations to all parties.
- Create resources to help brokers educate their agents.

Increase the number of educational offerings and hours (1-5 hours per month):

- some CE/some not (to be determined)
- customized to constituency

- cost--some free/some cost
- access to content
- what is the content?
- weave professionalism standards into content

Implement an Annual Planning process for the following calendar year

- Long term topic planning for CE and non CE goals
- Focus on series' to highlight specific member needs (MLS, Technology, Best Practices)
- Leverage survey's and focus groups to create focus and priorities

Create annual programming and tools that highlight the importance of personal care.

- Physical fitness
- Meditation
- Work/Life Balance
- Financial Planning
- Allow for MicroGroups to test ideas. A person with an idea takes control of the concept and moves forward as a test. If it works, we will include it in programming in the future.

Expand RASCW's community outreach initiatives. Engage with causes that incorporate a diversity aspect and then invite all member communities to participate.

- Habitat Build Days
- Blood Drives
- Yahara Clean-up Days
- Boys and Girls Club
- Good Neighbor Awards (Create a 501(c)3?)
- Broker Community Day-Volunteers RASCW Gives Back?

## 2) Maintain/sustain current membership numbers while increasing diversity of members

### **Subgoals**

Differentiate between Dane County/urban and rural/outlying area member needs:

- level the differences among/between communities
- highlight different sub-communities
- engage membership to learn what's needed and how to meet it
- leverage technology/tools

Increase commercial agent membership:

- update tools/ education to meet the needs of this group (value proposition);
- statewide listing service for commercial??
- is there RASCW expertise in this area?
- create a commercial membership group and/or survey current or potential members

Target outreach to specific groups to meet/engage with their needs:

- leverage orientation
- Ask me Anything opportunity with experts

### 3) Increase diversity in membership

#### **Subgoals**

Define and communicate meaning of diversity:

- Per NAR article 10 of national ethics
- need outreach and education so people know what this means
- Evaluate communication tools; ie email, social media, video

Expand tools/resources available for agents that are part of or serving diverse groups:

- Examples: language, translations, access for people with disabilities
- leverage current members with expertise/experience in this area

Define and communicate/educate on best practices and standards regarding diverse agents/communities

Host at least two presentations by community leaders from diverse or marginalized populations about what they do.

Host at least one networking opportunity specifically targeted at members passionate about diversity in real estate.

Conduct or promote at least one Diversity & Inclusion activity and one Fair Housing Activity

### 4) Research and provide applicable technology for membership engagement

#### **Subgoals**

Create/contract with online platform for members (membership system)

Leverage existing technologies (social media!) to give and get information:

- what are these and how can they help/hurt?
- monitor that landscape ongoing
- multi-generational approach
- list of resources

Engage with REach (NAR)

### 5) Leverage RASCW to Influence Internal and External Change

#### **Subgoals**

Create RASCW Value Statement

Influence/lead toward One MLS

engage with MLS on RASCW vision

Create plan for next market/membership drop or shift

Monitor DOJ/MLS lawsuits and regs

Consumer Outreach

Guidance for buyers/sellers

Market information

Value of using a REALTOR®

Enhance the image of REALTORS in our community

Lobby WRA for changes to state forms and related for different language/accessibility.

Lobby Banks, Title Companies, and other real estate partners to provide documents in different languages and/or interpretation services as needed.

Advocate for issues regarding real estate in our community:

- influence decision makers/developers to create affordable/accessible housing for all
- Influence decision makers to expedite housing supply.

Proactively discuss and advocate for affordability and fair housing.

- Seminar
- Policy
- Grants, etc.

\*Create action steps for each sub goal with corresponding owners/team members, timelines, measures, resources as applicable.