

**Douglas County  
Association of  
REALTORS®  
  
2020-2023  
  
STRATEGIC PLAN**

## EXECUTIVE SUMMARY

The Douglas County Association of REALTORS<sup>®</sup> (DCAR) volunteer leaders and staff met on November 20, 2020 to create a strategic direction for their organization. Following (1) an external scan of the forces and trends affecting the real estate industry and the REALTOR<sup>®</sup> organization and (2) an analysis of the Strengths, Weaknesses, Opportunities and Threats surrounding DCAR, the Strategic Planning Committee (the Committee) reached the following conclusions and recommendations:

The Douglas County Association of REALTORS<sup>®</sup> exists to provide successful outcomes in these key areas:

- Community Relationships
- Media Relationships
- Member Participation
- Professional Development
- RPAC
- REALTOR<sup>®</sup> Relationships – NAR, OAR, and other local Associations

Success in these areas requires a healthy support system, or “infrastructure,” which includes such factors and considerations as:

- A stable level of membership
- An appropriate and sustainable dues structure
- Appropriate staffing levels and competencies
- An effective technology infrastructure
- Effective communication vehicles and strategies
- Effective marketing capabilities

Accordingly, in addition to regularly developing and implementing strategic outcomes in each of the Key Areas above, DCAR must continually review and plan for a strong and healthy Infrastructure.

To maximize the chances of achieving the ambitious goals set forth in this Strategic Plan, the Committee notes that:

- The DCAR Strategic Plan should be based on a 3-year time horizon, and
- Should include 1-3 clear, measurable outcomes in each of the Key Areas, as well as with respect to Infrastructure.
- Then, after the Plan is approved, the organization should allocate sufficient resources to ensure that the desired outcomes are achieved; and
- Must have in place a process to monitor progress toward achieving the outcomes, and to re-allocate resources as necessary.

**DOUGLAS County ASSOCIATION OF REALTORS®**  
**(DCAR)**  
**2020-2023 STRATEGIC PLAN**

**DCAR MISSION**

The mission of the Douglas County Association of REALTORS® is to offer our members the tools and services they can use to acquire knowledge and expertise needed to be successful REALTORS® to support and enhance our communities, and protect home ownership and private property rights.

In order to accomplish our Mission, we establish the following goals...

- 1) **GOAL (Code of Ethics/Education)**: We will continue to enforce the new and continuing member Code of Ethics training requirement established in Article IV of the NAR bylaws in addition to offering quality education to members and the community we serve.

**Strategies:**

- Provide webinars to increase member participation.
- Provide COE and LARRC training annually.
- Expand categories of accredited classes to members.
- Make classes available to the public for home buying and selling process.
- Be involved with school “career days” as an Association.
- Promote RMLS partnership to provide education.

- 
- 2) **GOAL (Advocacy)**: We will be the primary advocate for homeownership and private property rights.

**Strategies:**

- Take positions on issues that affect real estate.
- Continue “above the line dues billing” for RPAC.
- Continue to verify current email addresses are correct at both NAR and OAR to improve notification for Calls for Action.
- Continue to utilize existing relationships to with our elected officials to create a business and development friendly attitude within government at all levels.
- Utilize existing relationships with elected officials and enhance these relationships, have political affairs committee identify.
- Continue to stress the importance of REALTOR® Day at the Capitol, Calls for Action, and RPAC.

3) **GOAL (Consumer Outreach)**: We will enhance our communities and increase REALTOR<sup>®</sup> involvement in community projects.

**Strategies:**

- Be the “Voice for Real Estate”.
  - Continue to invest in our communities.
  - Provide Scholarships to local students.
  - Continue to support Asante.
  - Identify local housing groups and help secure HOME Foundation grants.
  - Continue to be involved in our communities.
  - Continue Christmas Care program.
  - Continue involvement in Special Olympics.
  - Continue and enhance our advocacy for those agencies we already support.
  - Increase REALTOR<sup>®</sup> volunteerism in community projects and events.
- 

4) **GOAL (Unification Efforts and support of the REALTOR<sup>®</sup> Organization)**: We will continue our unification efforts and support of the REALTOR<sup>®</sup> Organization.

**Strategies:**

- Review the association’s and MLS bylaws with NAR approval at least every two years.
  - Maintain and have access to legal counsel.
  - Provide continuing education for AE.
- 

5) **GOAL (Technology)**: We will continue to provide Technology services to our members.

**Strategies:**

- Continue to develop the website.
  - Continue to utilize email for member communications.
  - Provide members with Webinars to improve & increase education opportunities.
  - Use RingCentral to improve video conferencing for Board of Directors meetings and other educational courses.
  - Provide New member orientation online during Covid.
-

6) **GOAL (Financial Solvency):** We will adopt policies to ensure the fiscal integrity of our financial operations.

**Strategies:**

- Make highest and best use of the building.
- Develop an annual budget.
- Create payment policies related to dues collection.
- Annual Review

7) Restructure the Realtor Store pricing to enhance profitability.

8) **GOAL: (Marketing)** We will promote a positive image of DCAR to the public and members.

**Strategies:**

- Share positive feedback from REALTORS<sup>®</sup> and clients.
- Publicize and follow up with results of REALTOR<sup>®</sup> events (e.g. Raised “x” amount of dollars for XYZ Charity).
- Enhance affiliate program Association wide.
- Target younger members to get involved.
- Promote DCAR.
- Promote local REALTORS<sup>®</sup>.

---

9) **GOAL (Member Engagement):** We will increase REALTOR<sup>®</sup> involvement in DCAR events and activities.

**Strategies:**

- Leadership to visit offices and talk about DCAR Events.
- Directly ask members from each office to be involved.
- Continue to expand networking events.
- Review and modify committee structure as deemed necessary.

---

10) **GOAL (Leadership Development):** We will ensure a stronger leadership pool.

**Strategies:**

- Provide the opportunity for leadership training to all board members to achieve a better understanding of board positions at local, state and national level, particularly to the board.
-

**11) GOAL (Member Services): We will on a regular basis offer products and services to enhance and grow our member’s ability to market their clients’ property and themselves with current material.**

**Strategies:**

- We will increase our variety of inventory in our REALTOR® Store and promote awareness of it.
- 

**12) GOAL (DEI and Fair Housing Standards): We will promote Diversity, Equity, Inclusion, and justice within the Douglas County Association of Realtors® Membership and Leadership serving diverse clients.**

**Strategies:**

- Diversity, equity, inclusion, and collaboration are celebrated as being a benefit to our members and essential to the success and advancement of the Association and our clients. Diversity is critical to achieving our mission of providing the highest standards of service to our members and to the public in an ethical and professional manner.
  - We embrace a culture of open-mindedness that encourages multiple perspectives to enhance our collaborative solutions, drive innovation, and create and deliver value in all that we do.
  - We are committed to creating and nurturing a diverse, equitable and inclusive membership community, organizational workplace, affiliate/sponsor network and clients and to fostering mutual respect between all individuals.
  - We accept diverse perspectives — inclusive of race, ethnicity, gender, religion, age, sexual orientation, gender identity, disability, national origin, socioeconomic status, political affiliation, neurodiversity, or any other qualities by which we may define ourselves.
  - We believe that, together, we can build an inclusive culture that encourages, supports, and celebrates the diverse expressions of all members and clients. By ensuring diversity, equity, and inclusion are at the core of what we do, we energize our mission and provide the most effective service to all, including our communities.
  - We strive to create a safe environment within the Douglas County Association of Realtors® that is inclusive, that celebrates cultural differences, and where the quality of opportunity is available for underrepresented groups and individuals from all backgrounds to grow to their full potential and into leadership roles.
-