

Douglas County Association of REALTORS® 2024-2027 STRATEGIC PLAN

Approved by DCAR Board of Directors with Revisions September 2024

EXECUTIVE SUMMARY

The Douglas County Association of REALTORS® (DCAR) volunteer leaders and staff met on October 5, 2023, 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® 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® exists to provide successful outcomes in these key areas:

- Community Relationships
- Media Relationships
- Member Participation
- Professional Development
- RPAC
- REALTOR® Relationships – NAR, OR 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.

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.

We establish the following goals to accomplish our Mission,

- 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 COE and LARRC training annually.
 - Expand categories of accredited classes to members.
 - Promote RMLS partnership to provide education.
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- 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 OR to improve notification for Calls for Action.
 - Continue to utilize existing relationships 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.
 - Continue to stress the importance of REALTOR® Day at the Capitol, calls for Action, and RPAC.
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- 3) **GOAL (Consumer Outreach)**: We will enhance our communities and increase REALTOR® involvement in community projects.

Strategies:

- Be the “Voice for Real Estate”.
- Continue to invest in our communities.
- Provide Trade Scholarships to local students.
- Continue to be involved in our communities.
- Continue the Christmas Caring program.
- Continue the Sleep in Heavenly Peace program.
- Continue involvement in Special Olympics and the Alzheimer’s Association.
- Continue and enhance our advocacy for those agencies we already support.

- Increase REALTOR[®] volunteerism in community projects and events.
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4) **GOAL (Unification Efforts and support of the REALTOR[®] Organization)**: We will continue our unification efforts and support of the REALTOR[®] Organization.

Strategies:

- Review the association's bylaws with NAR approval at least every two years.
 - Maintain and have access to legal counsel.
 - Provide continuing education for AE.
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5) **GOAL (Technology)**: We will continue to provide Technology services to our members.

Strategies:

- Continue to enhance the website.
 - Continue to utilize email for member communications.
 - Provide members with Webinars to improve & increase education opportunities.
 - Use video conferencing for Board of Directors meetings and other educational courses.
 - Provide new member Orientation monthly.
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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.
 - Enforce payment policies related to dues collection.
 - Provide annual reviews by Audit firm and Tax Accounting firm.
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7) **GOAL: (Marketing)** We will promote a positive image of DCAR to the public and members.

Strategies:

- Share positive feedback from REALTORS[®] and clients.
 - Publicize and follow up with results of REALTOR[®] events (e.g. Raised "x" amount of dollars for XYZ Charity).
 - Enhance affiliate program Association wide.
 - Target newer members to get involved.
 - Promote DCAR.
 - Promote local REALTORS[®].
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8) GOAL (Member Engagement): We will increase REALTOR[®] involvement in DCAR events and activities.

Strategies:

- Leadership to connect with offices and talk about DCAR Events.
 - Directly ask members to be involved from each office.
 - Continue to expand networking events.
 - Review and modify committee structure as deemed necessary.
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9) 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.
 - Pursue the viability of providing funds for a scholarship to the Oregon Leadership Academy.
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10) GOAL (Member Services): We will, on a regular basis, offer products and services to enhance and grow our members' ability to market their clients' property and themselves with current material.

Strategies:

- We will continue to monitor Realtor Store products to provide a well-rounded choice for members.
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