

San Juan County Board of REALTORS Strategic Plan

Mission

It is the mission of the San Juan County Board of Realtors® to:

- Promote a positive REALTOR® image demonstrating professionalism to our peers and the public by following the REALTOR® Code of Ethics.
- Provide an environment of knowledge, creativity, and education maximizing our members' potential to competently serve the public.
- Serve our communities and provide accurate information about our local real estate market.
- Proactively advocate for homeownership, private property rights and real estate issues.

Goal 1: Improve our committees and leadership by promoting a spirit of volunteerism.

Strategy A: Budget for and conduct an annual leadership training retreat.

Strategy B: Encourage leadership to attend State and National meetings and require funded leaders to report back to the members.

Goal 2: Enhance communication with the members.

Strategy A: Maintain technology that will continue effective communication with our members.

Strategy B: Use headlines on the FLEX system to announce key issues and include links to more information posted on the Association/Board's website.

Strategy C: Solicit contributing articles for the newsletter and consider inviting professionals to publish valuable information of interest to the members.

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Strategy D: Maintain the SJCBR website with key links to the valuable information our members use every day.

Strategy E: Educate the qualifying brokers regarding emerging issues and encourage them to discuss the new information with their associate brokers.

Goal 3: Improve Board of Directors communication with the members.

Strategy A: Remind all members that meetings of the Board of Directors are open to the general membership.

Strategy B: Before each meeting of the Board of Directors, publish the agenda on the MLS Intranet.

Goal 4: Promote Continuing Education & Professional Development.

Strategy A: Provide Code of Ethics education and opportunities yearly.

Strategy B: Will serve our members by promoting and sponsoring continuing education classes, will actively pursue to sponsor at least four live classes each year.

Goal 5: Increase participation on Association/Board committees.

Strategy A: Review our standing committees and create “Task Forces” as needed.

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Strategy B: Announce member achievements for recognition in the Board newsletter.

Strategy C: Provide news releases to the local newspaper to recognize members who achieve significant milestones.

Goal 6: Advocacy Goals.

Strategy A: Continue RPAC Contributions on the annual dues billing.

Strategy B: Encourage member participation in RPAC Contributions.

Strategy C: Encourage member advocacy for NAR & RANM Calls to Action by educating new members about the benefits of participation at the new member orientation.

Strategy D: Support member advocacy for NAR & RANM Calls to Action by providing the Board President with talking points to promote “Calls to Action” participation at all REALTOR member functions.

Goal 7: Consumer Outreach

Strategy A: Continue to provide MLS Statistics on the Board’s website for the public and the media.

Strategy B: Continue to provide the “Property Management Contact List” for the public and the REALTORS® on the board website.

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Strategy C: Provide News Releases on REALTOR® Community involvement and community service events.

Strategy D: Investigate the possibility of hosting a “Chamber of Commerce Business After Hours” event.