

# GARRETT COUNTY BOARD of REALTORS®

## STRATEGIC PLAN 2024-2026

(Adopted 7/10/2024)

### Mission Statement

To enhance our members' ability to conduct business professionally and ethically. To promote the image of REALTORS® as knowledgeable practitioners while advocating for property rights and the smooth transfer of real property.

### Vision

Be Garrett County's trusted real estate source promoting and protecting the rights and benefits of property ownership.

### Members

#### *Increase membership*

##### Strategies

- Promote real estate as a viable career.

##### Action:

Promote a real estate career at local job fair

#### *Increase member retention*

##### Strategies:

- Provide external networking opportunities

##### Action:

Participate in Chamber events

- Promote member benefits

##### Action:

Educate REALTORS that GCBR annually verifies the MHIC licenses of those in the DOS.

#### *Increase member participation in Board governance, activities and events.*

##### Strategies:

- Support secondary members

##### Action:

Publicize benefits: forms, networking, local education

Encourage professional development

Send soft email to current secondaries about benefits and opportunities

- Educate the current membership about the value of participating at the board.

**Action:**

Share the NEW Value Proposition in GCBR communications:  
GCBR is ACTIVE for You!

Advocacy  
Conduct  
Technology  
Information  
Volunteer  
Excellence

Publish what GCBR Committees' Responsibilities are, how they move the board forward.

Promote committee activities/importance at meetings.

Release consistent messaging from the President to convey important updates.

Send out follow-up video/text after every event/meeting.

- Focus on member financial stability

**Action:**

Promote NAR Financial Wellness resources

Promote community financial education opportunities

Engage subject matter expert Affiliates to provide financial education

**Affiliates**

Increase the value of Affiliate membership.

Strategies:

- Provide increased business promotion opportunities.

**Action:**

Annualize event sponsorships.

Promote member contact information access.

- Encourage Affiliates to drive the membership benefits package.

**Action:**

Create an Affiliate committee.

- Promote Affiliate membership benefits

## **Association**

*GCBR shall invest in updating operational procedures and the professional development of staff.*

Strategies:

- Move current operation manuals into an electronic format and discontinue producing paper copies.

**Action:**

Create an electronic succession plan with detailed SOPs.

- Invest in staff professional development.

- Revamp CE offerings

**Action:**

Prioritize local specific in-person elective classes such as Lake Management and the buffer strip.

Provide in-person Contract classes.

- Foster mutually beneficial relationships between members and non-profits

**Action:**

Create Client Gift Dashboard facilitating closing gift donations to local non-profits of the clients' choice.

Add local non-profits helpful in various stages of the real estate transaction to the DOS for free.

## **Consumer Outreach**

*GCBR shall educate and inform the consumer public on the benefits of working with a REALTOR®.*

Strategies:

GCBR will participate in not less than four meaningful consumer engagement activities reflected by:

- Being the “Voice for Real Estate” and promote market statistics and/or real estate trends & issues and their impact on consumers.

**Action:**

Distribution of local market statistics press release in newspaper.

Article of local market statistics on GCBR Facebook page.

- Community involvement: Enhance community involvement to promote the value proposition of using a REALTOR® and/or engage in community activities that enhance the image of REALTORS®

**Action:**

Explore Ad Hoc opportunities where GCBR can assist local communities.

Participate in a Habitat for Humanity build.

- Advocacy efforts: Boost consumer advocacy efforts and engage the public in legislative/political issues that impact home ownership, real estate investment and related issues.

**Action:**

Build collaborative relationships with the Garrett County Chamber of Commerce, Garrett County Community Action Committee, and other community organizations as appropriate to educate the public on real estate issues.

- Community investment

**Action:**

Look for opportunities in grant funds to assist local communities.

Create a schedule with assignments and deadline to film and produce evergreen video series.

**Advocacy**

*GCBR will be seen by the public, media, and elected officials as the leading advocate for private property rights and real property ownership.*

Strategies:

- Create a media strategy that incorporates a public policy statement currently on file that are issues of importance to the members.

**Action:**

Actively participate in local government issues and local policy issues as they arise, monitor and participate.

Continue to take part in local government meetings on action that would affect Garrett County - Planning Commission, County Commissioners, etc. meetings to advise local government officials.

Prepare a Voter Guide for local primary elections.

- Include in our dues billing a voluntary contribution to the PAC or the Issue Political Advocacy Fund in an amount adequate to meet NAR RPAC fundraising goal

**Action:**

Include a recommended RPAC Investment “above the line” on the annual dues bill that reflects the amount of the “fair share” goal.

- Provide or distribute information and communications from NAR regarding the value of investing in and the value received from participation in the PAC  
**Action:**  
Mention/promote RPAC at every membership meeting
- Participate in NAR and state “Calls for Action”  
**Action:**  
Promote and encourage the membership to respond to all “Calls for Action” via official association communication vehicles, social media and meetings.
- Conduct Advocacy engagement  
**Action:**  
Promote CFAs to the public using the GCBR website and social media.  
  
Look for opportunities to issue local “Calls for Action.”  
  
Modifying the committee structure re RPAC/Legislative & Government Affairs for efficiency.

### **Professionalism**

*Encourage members to elevate their professional acumen.*

Strategy:

- Promote efficient, streamlined and low cost Professional Standards proceedings.  
**Action:**  
Participate in RLC-wide SentiLock agreement enforcement procedure discussions.

### **Technology**

*Advance the use of current technology by GCBR members.*

Strategy:

- Update the GCBR website.  
**Action:**  
Add the Committees’ Responsibilities document to the Resources tab.  
  
Add Committee(s) page(s) to the public website, including current volunteers.

House the Friday 5s in the InfoHub

- Create a unified communication strategy using multiple platforms

**Action:**

Post to Facebook at least 1/week

Have the President share a message 2/month

Update website as appropriate

Create & maintain a LinkedIn profile

**DEI**

*Promote diversity in the membership and educate the membership on working with a diverse clientele.*

Strategy:

- Promote NAR and other local community diversity initiatives.

**Action:**

Promote NAR's implicit bias video, the AHWD certification, and Fairhaven.

Engage with the Chamber of Commerce's Diversity Initiative.

Engage with the County's Diversity & Inclusion Committee

## Strategic Plan Certification

This Strategic Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

Board of Directors approval:

Date: \_\_\_\_\_

\_\_\_\_\_  
President/Chairman's signature

Date: \_\_\_\_\_

\_\_\_\_\_  
President-Elect/Chairman's signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Association Executive's signature

Date: \_\_\_\_\_