



NEWPORT COUNTY BOARD OF REALTORS

2015-2016 STRATEGIC PLAN

Vision

Newport County Board of REALTORS® -- Your Trusted Real Estate Advisors

Mission Statement

The mission of the Newport County Board of REALTORS® is to enhance the ability and opportunity of its members to conduct their business successfully and ethically, and to promote the preservation of property values by defending the right to own, lease, use and transfer real property in a free enterprise system.

Critical Issues

Leadership Development, Effective Communications, Political Influence at Local, State, and National levels, Member Services, Consistency and Accountability

Goal 1: Recruit and support a well-trained leadership and to create a leadership pipeline

Leadership Development

Strategies:

Have each director identify one new leader by the June BOD meeting

Ask Broker/Owners to identify one candidate for leadership by June

Provide leadership training

Continue new director orientation

Participate in the one-day RIAR Board of Director Orientation

Assign mentors to new leaders

Elect Chairs and Vice Chairs to all committee to have a member in training with a Board of Director as a group leader. Each Director oversees 5 committees

Encourage new REALTORS® to become active in leadership roles and to participate in State-sponsored activities including YPN

Goal 2: Maintain effective means of communication among NCBR'S Board of Directors, NCBR'S REALTOR members, Affiliate members, and the general public

Effective Communications

Strategies:

Have at least 33% of the members open and respond to e-communications from the Board

Encourage members to recognize the Board's website as a valued resource

Continue to update website weekly

Promote Board website on all Board communication

Conduct member surveys, as necessary, to determine additional services desired and measure deliverables.

Conduct a semiannual Broker/Owner meeting with the President to address concerns and to enhance service

Continue to use the news feed widget from REALTOR®.Com on the NCBR website

Install a tab for the *Washington Week and Realtor Party News*

Install NAR Facebook and Twitter pages on NCBR website for immediate updates in Ethics, Law, and Policy

Continue to Use Facebook and Twitter

Make NAR commercial research and housing statistics readily available for digital media users

Install RSS on NCBR website to centralize global real estate information in the form of webinars and podcasts in text, audio, or video

Goal 3: Make members aware of how legislation and regulation impact their businesses

Government Affairs

Strategies:

Encourage REALTOR® members of the GRAC Committee to be actively involved in their municipalities

Inspire members to consider public office and apply for campaign contributions from the RIAR RPAC funds

Support members in their participation on local boards, commissions, land trusts, grass root organizations and neighborhood associations

Inspire members to attend Newport County Chamber of Commerce legislative breakfasts

Encourage members to attend Newport County Chamber of Commerce political Meet and Greets

Organize a Meet and Greet on real estate issues sponsored by Newport County Board of REALTORS®

Participate in the RIAR Government Affairs Committee

Attend REALTOR® Day on the Hill

Reassure REALTORS® to respond to calls for action on the local, state, and national level

Instruct REALTORS® to consult the *Washington Week* for Federal communications, letters and testimonies, to Congressional Committees on the NCBR website

Download NAR Action Center App for immediate REALTOR® Party information and Calls for Action

Advertise NAR legislative and regulatory accomplishments such as: Reauthorized the National Flood Insurance Program for 5 years, VA Loan Limits reinstated VA ARM Made Permanent, Extension of Mortgage Cancellation Relief, and Passage of Foreign Investment Bill

Goal 4: Provide services to members that address their professional needs and support their success

Membership Services

Strategies:

Continue New Member Orientation to provide ethics training and to introduce new REALTORS® to Board **affiliates providing necessary services**

Identify additional **educational** opportunities

Maximize resources with other boards and RIAR

Collaborate with RIAR on professional development strategies

Offer collaborative continuing education courses with RIAR

Arrange seminars to prepare membership for changes in technology on the state level

Continue affiliate committee and affiliate program and increase membership and benefits to affiliates

Assign new affiliates a mentor to assist their networking

Support an affiliate committee newsletter

Goal 5: Maintain practices supporting NCBR'S financial and structural stability

Consistency and Accountability

Strategies

Organize a Finance and Accounting Committee with the Treasurer as Chair with a 5-member Committee and the Executive Vice President providing statistical information in budget form

Begin meeting before dues are determined for the following year to make dues recommendations

Identify Projected Expenses and Incomes for the upcoming year

Present final budget to Executive Committee before Mid-January

Obtain approval of the Board of Directors by the end of January

Subscribe to RAMCO to track membership

Prepare Quick Book reports to assist in the decision-making process

Submit financial reports monthly at Executive Committee meeting and bimonthly to the Board of Directors

Review budget projections quarterly by the Treasurer, EVP, and bookkeeper with any discrepancies reported to the Executive Committee either at a meeting, conference call, or email

Review Income Tax Return by the treasurer with the Executive Committee

Establish a reserve based on NAR standard to insure the financial sustainability of NCBR

