

# Northeast Oregon Board of REALTORS®

## 2022 – 2024 STRATEGIC PLAN

(Approved by Northeast Oregon Board of Realtors Directors 12/11/2018)

(Revised 12/11/2018)

## EXECUTIVE SUMMARY

The Northeast Oregon Board of REALTORS® (NEOBR) volunteer leaders and staff met on February 19, 2015 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 the UCBR, the Strategic Planning Committee (the Committee) reached the following conclusions and recommendations:

The Northeast Oregon Board of REALTORS® exists to provide successful outcomes in these key areas:

- Access to REALTOR® Professional Development and Continuing Education credits
- Supporting the Community Through Volunteer Efforts
- Providing an Ethical Framework for the real estate market
- Communication and Networking
- Updating REALTORS® on Industry Trends
- Support for each other
- Creating an environment to thrive

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
- 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, NEOBR 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 NEOBR 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 reallocate resources as necessary.

**Northeast Oregon BOARD OF REALTORS®**  
**2018-2020 STRATEGIC PLAN**

**NEOBR MISSION**

**The Northeast Oregon Board of REALTORS® is a non-profit organization composed of REALTORS® and affiliate professionals striving to enhance the real estate industry and to protect the interest of private property ownership while enhancing our communities. We are committed to advocating on local, state, and national levels, educating the community, while maintaining high ethical standards and professionalism.**

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

**GOAL: (Member Participation) We will increase REALTOR® participation in board functions.**

**Strategies:**

1. New member orientation meeting within first two months of membership. Add this to the current new member ethical training.
2. Executive board members to make phone calls to members prior to function.
3. Vice President to send out “we missed you” cards to the members who did not attend, after major board functions.
4. Send out an annual survey asking what the board can do to bring value to them.
5. Each office to rotate responsibility of inviting a speaker, for general meetings.

**GOAL: (Value Proposition) We will continually educate and promote the value of REALTORS® throughout our membership, affiliates and the public.**

**Strategies:**

1. Foster and improve real estate skills thru education.
2. Promote board thru various media: web, print, radio.
3. Develop member orientation program.
4. Promote affiliates by providing comprehensive list of affiliates to members and consumers.
5. Create a recognition program for proactive board members.

**GOAL: (Structure and Accountability) We will have an organizational structure to increase effectiveness of the executive board and committees.**

**Strategies:**

1. Hold bi-monthly general meetings.
2. Hold by-monthly executive board meetings.
3. Have an established committee chair for each committee.
4. Committees to meet quarterly and report back to the executive board.
5. Make sure that we have a clear Strategic Plan every year, by January 31<sup>st</sup>.

**GOAL: (Consumer Outreach) We will enhance our community while building the REALTOR® image.**

**Strategies:**

1. Be the “Voice for Real Estate” by communicating market data through print and radio media.
2. Identify local housing groups and help to obtain HOME Foundation grants and other fundraiser events.
3. Be involved in our community by targeting two public service events each year.
4. Seek grants and other funding for these projects.

**GOAL: (Education) We will provide education to our members.**

**Strategies:**

1. Develop a program as a board to provide REALTOR® education.
2. Establish an education committee.
3. Provide 30 hours of CE every two years.
4. Provide an annual Code of Ethics class.

**GOAL: (Political Advocacy) We will protect private property rights and enhance home ownership.**

**Strategies:**

1. Generate our fair share of RPAC funds yearly by “above the line” dues billing and other fundraising events.
2. Obtain our share of RPAC dollars and support board chosen candidates.
3. Ensure REALTOR® involvement in local government and support back to board.
4. Board will promote Calls For Action among members, affiliates and public.