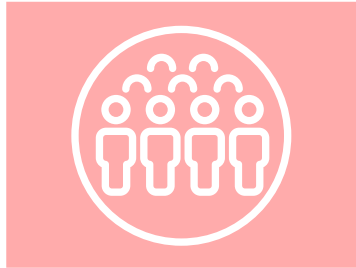


2023 - 2025 STRATEGIC PLAN

Adopted by the Southern Adirondack REALTORS® Board of Directors 09-2022



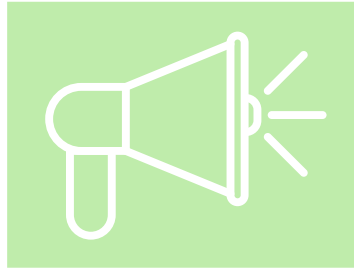
MEMBERSHIP SERVICES & VALUES

GOAL

Engage our members & providers with resources and opportunities to improve their business.

LEAD COMMITTEES

- Education
- Member Services
- Community Outreach
- Affiliates
- YRN
- GAC



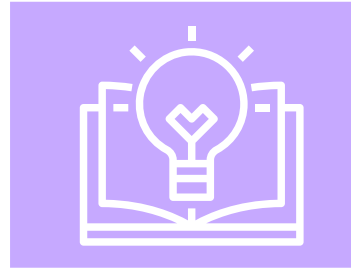
ADVOCACY FOR REALTORS® AND PROPERTY OWNERS

GOAL

Energize our members and consumers to engage in government affairs that affect private property rights, home ownership, and the real estate profession as a whole.

LEAD COMMITTEES

- Community Outreach
- Government Affairs



EDUCATION AND PROFESSIONAL DEVELOPMENT

GOAL

Provide members the means to attain a standard of excellence by developing Core competence and providing business specialty training.

LEAD COMMITTEES

- Education
- Member Services
- YRN



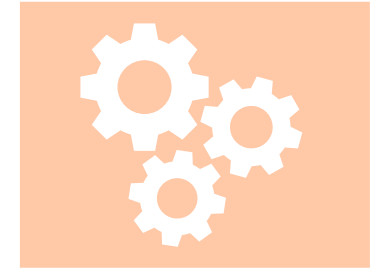
PUBLIC AND COMMUNITY RELATIONS

GOAL

Increase the public's understanding of the value and contribution of REALTORS within our communities

LEAD COMMITTEES

- Community Outreach
- Affiliates
- GAC
- DEI



ORGANIZATIONAL STRENGTH

GOAL

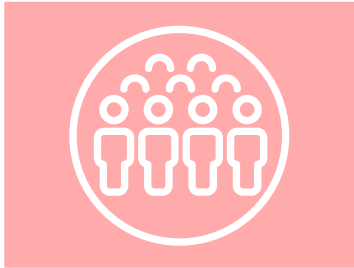
Provide the framework necessary to ensure a strong organization.

LEAD COMMITTEES

- Professional Standards
- Grievance
- Governance
- Member Services
- Finance

2020 - 2023 STRATEGIC PLAN

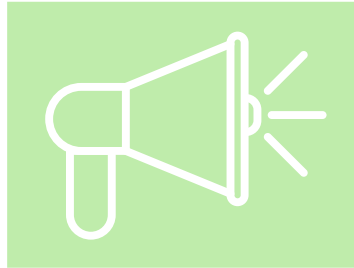
Adopted by the Southern Adirondack REALTORS® Board of Directors 09-2019



MEMBERSHIP SERVICES & VALUES

STRATEGY

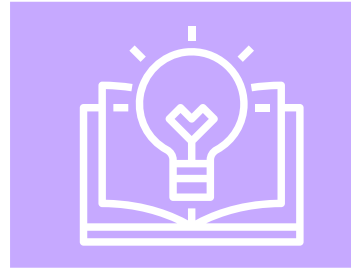
1. Make SAR the recognized local information resource for real estate members and their real estate clients.
2. Effectively communicate with members and the public through email and various media platforms.
3. Maintain a productive and responsive face to face relationship with members.
4. Replace underperforming programs to address needs of an ever changing marketplace and member survey input.
5. Create inclusive environment within the membership.



ADVOCACY FOR REALTORS® AND PROPERTY OWNERS

STRATEGY

1. Emphasize SAR as the "Voice of Real Estate" in protecting private property rights and home ownership.
2. Promote opportunity for our members and consumers to engage with elected officers & leadership, elected officials, and candidates.
3. Encourage and support members to obtain appointed or elected positions.



EDUCATION AND PROFESSIONAL DEVELOPMENT

STRATEGY

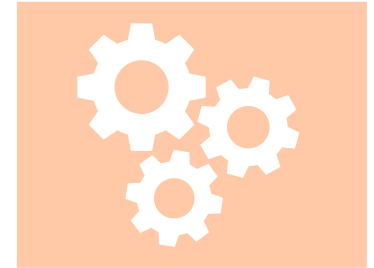
1. Promote professional standards to the membership to foster good business practices.
2. Provide members with resources and opportunities to develop core competency and to expand their business.
3. Encourage and support leadership and staff with professional development opportunities.



PUBLIC AND COMMUNITY RELATIONS

STRATEGY

1. Personalize the relationships of REALTORS to consumers.
2. Develop partnerships with other common interest organizations.
3. Promote real estate as a good career choice.
4. Provide valuable homeowner resources for consumers.
5. Positively impact our communities through goodwill of members.
6. Support DEI efforts in the community and industry.



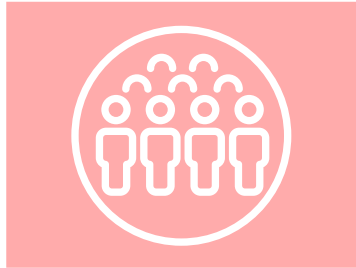
ORGANIZATIONAL STRENGTH

STRATEGY

1. Develop strong leadership that represents us at local, state, and national levels.
2. Position SAR as the visible industry leader and informed source and Voice for Real Estate in the region.
3. Expand market share and relevancy in our target markets.
4. Run an efficient and high performing and responsive organization.

2020 - 2023 STRATEGIC PLAN

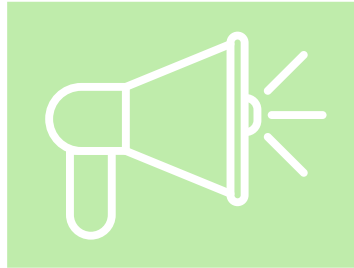
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MEMBERSHIP SERVICES & VALUES

TASKS

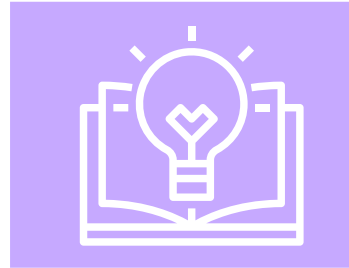
- Provide MLS Support
- Create on-boarding engagement for new members through year one
- Utilize and improve texting communications
- Expand use of social media using video
- Improve events through regular post-event surveys
- Explore additional member benefit programs
- Provide access to business development education and tools for REALTORS® and Affiliates
- Update language in communications, policies, and governing documents to reflect inclusivity
- Increase affiliate recognition and networking



ADVOCACY FOR REALTORS® AND PROPERTY OWNERS

TASKS

- Promote Calls to Action
- Share legislative issues, homeownership education on social media
- Share NAR/NYSAR updates
- Proactively engage with local elected officials, boards, and commissions
- Budget for GAC activities & functions and advocacy efforts
- Maintain & support NYSAR Government Affairs Field Rep.
- Promote Broker Involvement Program
- Host public info session on real property issues and topics
- Promote & recognize member attendance at Lobby Day
- Engage & educate elected officials and candidates for public office
- Monitor proposed legislation as it affects the real estate industry



EDUCATION AND PROFESSIONAL DEVELOPMENT

TASKS

- Host education classes
- Promote and reward members for NAR program achievements
- Provide MLS support
- Promote designation courses
- Assess and evaluate New Member Orientation and increase new member engagement
- Support staff education
- Ensure staff mandatory training
- Promote REALTOR® grant programs
- Promote REALTOR® safety



PUBLIC AND COMMUNITY RELATIONS

TASKS

- Promote Affiliates through website, trade/home show, and member awareness
- Utilize social media to showcase member and association engagement in community efforts
- Engage with EDC, area Chambers of Commerce, non-profits
- Be active in community events & support programs such as Habitat for Humanity, Open Door Mission
- Identify area non-profit causes to support as part of some hosted member events
- Create recognition programs for member volunteerism & activism
- Establish a foundation to support the community



ORGANIZATIONAL STRENGTH

TASKS

- Encourage leadership attendance and engagement for NYSAR conferences/events
- Provide training opportunities for Professional Standards, mediators, and ombudsman
- Review and update Bylaws and office policy
- Maintain up to date office tools and technology
- Utilize measurement tools for programs and organizational assessments through member surveys, focus groups, board and committee assessments
- Maintain financial solvency
- Create building improvement fund
- Promote SAR travel grants