

2015-2016 Strategic Plan

Greater Philadelphia Association of Realtors®

Mission Statement

The Mission of the Greater Philadelphia Association 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 the right to own, transfer and use real property.

Vision Statement

The Greater Philadelphia Association of Realtors® helps drive the City of Philadelphia forward as a place to live and conduct business.

Primary Customer

The primary customers of the Greater Philadelphia Association of Realtors® are the professional agents and the firms they represent.

Goal 1 – Legal and Regulatory Leader - Greater Philadelphia Association of Realtors® will continue to expand on its current position as a leader in the legislative and regulatory community.

Goal 2 – Communication Leader - Greater Philadelphia Association of Realtors® will become the leading source of information to members, and to the community on real estate and related matters.

Goal 3 – Member Engagement - Greater Philadelphia Association of Realtors® will engage members by developing programs and resources designed to increase member interaction.

Goal 4 – Organizational Diversity - Greater Philadelphia Association of Realtors® will broaden current resources for a stronger delivery of programs and services in order to increase awareness of member benefits and non-dues revenue.

Goal 1 – Legal and Regulatory Leader - Greater Philadelphia Association of Realtors® will continue to expand on its current position as a leader in the legislative and regulatory community.

Objective 1.1

Continue to promote RPAC awareness so members make the connection between strong legislative advocacy and investment in RPAC.

Possible Action Plans

- A. Consider including the members' RPAC investment from the previous year on the dues billing statement.
- B. Communicate to members and encourage them to move up a level in their investment.
- C. Include a major RPAC investment from the association as part of the annual association budget.
- D. Develop an annual fundraising plan that includes a fundraising component (e.g., sweepstakes, auctions, events) at every membership meeting and event.
- E. Hold a major investor event and utilize RPAC grant money from NAR.

Objective 1.2

Broaden GPAR's political reach by identifying and electing Realtors® to office.

Possible Action Plans

- A. Hold one candidate training school session per year to educate Realtors® on the tools necessary to run for office.
- B. Work with brokers to proactively identify potential candidates and encourage them to attend the training.
- C. Apply for NAR funding to run independent expenditure campaigns in support of the candidates.
- D. Encourage members to volunteer on the campaigns and help with Get Out the Vote activities.

Objective 1.3

Increase millennials involvement in the political process in order to help create future leaders.

Possible Action Plans

- A. Consider creating and leading a coalition of politically active and diverse groups to serve as a think-tank.
- B. Hold one candidate training school session per year specifically for millennials to educate them on the tools necessary to run for office.
- C. Work with brokers to proactively identify Realtors® for inclusion in the group and encourage them to get involved.
- D. Consider establishing a Millennial Active in Politics award to be conferred yearly.

Goal 2 – Communication Leader - Greater Philadelphia Association of Realtors® will become the leading source of information to members, and to the community, on real estate and related matters.

Objective 2.1

Simplify member communication systems to focus on concise and branded messaging.

Possible Action Plans

- A. Consider using a web-based message delivery service (i.e. Voter Voice, Constant Contact) to track open-rates and effectiveness of communications.
- B. Evaluate the number of communications that members receive from GPAR and streamline delivery to no more than two messages per week from the association.
- C. Consider incorporating the Mission and Vision Statements to weekly Ambassador Program messages and other association communications.
- D. Consider hiring a media relations specialist (either in-house or outside firm) to provide overall strategy for the association.

Objective 2.2

Embrace technology platforms to engage membership and the public.

Possible Action Plans

- A. Consider forming a committee to keep abreast of new advances in real estate trends regarding technology.
- B. Consider developing an internal and external PR campaign to drive up participation on major social media feeds such as Facebook and Twitter.
- C. Post relevant and timely information on social media feeds to keep followers up-to-date on events and news.
- D. Evaluate development of a GPAR application to provide easy access to information for Realtors® on the move.

Objective 2.3

Facilitate member and public education on legislative and regulatory issues.

Possible Action Plans

- A. Consider contracting with a web-based platform (i.e. Voter Voice) to deliver monthly legislative-focused newsletters.
- B. Consider developing 60 second video addresses on important issues.
- C. Establish a three-member critical response team of the legislative committee to support staff in making time-sensitive decisions.
- D. Encourage members to educate their clients about information posted in Objective 2.2(c).

Goal 3 – Member Engagement - Greater Philadelphia Association of Realtors® will engage members by developing programs and resources designed to increase member interaction.

Objective 3.1

Design education to provide members with a connection between being active in GPAR and being a successful Realtor®.

Possible Action Plans

- A. Consider holding monthly professional development seminars (i.e. building wealth, hiring an assistant) that are important to new members.
- B. Develop a general curricula and communication platform that educates and increases the member value proposition.
- C. Reinstate the brokers' roundtable to provide a forum for discussion on issues and networking opportunities.
- D. Hold at least one annual legislative event to connect members with local and state elected officials (i.e. legislative breakfast or forum).

Objective 3.2

Identify and cultivate future GPAR, PAR, and NAR leadership.

Possible Action Plans

- A. Continue to use the mentorship program to connect new members with established practitioners.
- B. Consider providing the mentorship program with resources to hold a quarterly networking event.
- C. Use Ambassador Program to identify individuals that have leadership capabilities and establish them as committee or task force chairs.
- D. Consider advancing one name per session to LeadershipPAR and help defray costs for the individual to participate in the program.

Objective 3.3

Evaluate current association community service efforts for strategic effectiveness and alignment with the mission.

Possible Action Plans

- A. Determine the desired goals for association community service efforts (e.g. building the community, promoting Realtor® image, etc.).
- B. Set criteria for evaluating future community service projects to make sure they are focused on desired benefits.
- C. Gather input from brokers to avoid conflicts with existing community service efforts.
- D. Evaluate the feasibility of designating a community service week (or month) that highlights community service efforts of members, firms, and affiliates.
- E. Develop and distribute press releases on community service activities.

Goal 4 – Organizational Diversity - Greater Philadelphia Association of Realtors® will broaden current resources for a stronger delivery of programs and services in order to increase awareness of member benefits and non-dues revenue.

Objective 4.1

Capitalize on the City of Philadelphia’s unique marketplace and regional diversity to provide member benefits.

Possible Action Plans

- A. Examine Census data to determine languages spoken in the Philadelphia market other than English.
- B. Evaluate developing resource guides on the real estate transaction for the top two languages spoken.
- C. Consider recruiting a team of interpreters to provide translation services during transactions.
- D. Consider establishing a scholarship program to encourage minority populations to enter the real estate profession.

Objective 4.2

Create a GPAR building that is the hub of member interaction and activity.

Possible Action Plans

- A. Use commercial Realtors® to perform a cost/benefit analysis on the current GPAR building space.
- B. Analyze member population in the city to determine whether relocating the GPAR office would prove conducive to member activity.
- C. Upgrade meeting space accommodations and technology to provide a state-of-the-art feel for members and visitors.
- D. Redesign floor plan and office layout to provide a more welcoming and open feel.

Objective 4.3

Initiate discussions with various associations regarding benefits of membership, shared services and networking opportunities that will create a more streamlined marketplace.

Possible Action Plans

- A. Work with large brokers to help spearhead the efforts on a regional scale.
- B. Obtain data from PAR regarding non-member firms and reach out to those offices.
- C. Consider holding a networking event to bring members of different organizations together.