

MID JERSEY ASSOCIATION OF REALTORS[®], INC.

STRATEGIC PLAN

WHO WE ARE

The Mid Jersey Association of REALTORS[®], Inc. (the “**Association**”) is a professional association that keeps a diverse membership at the forefront of the industry by providing essential programs, products, services, and relevant information that enhance their ability to ethically and professionally represent the public and advocates for property ownership, housing opportunities, smart growth, and other REALTOR[®] Party principles and policies in the communities we serve through the promotion of the National Association of Realtors[®] Code of Ethics and the education of our members.

What We Value

Our ASSOCIATION Values: Accountability. Commitment. Community. Dependability. Diversity. Fairness. Honesty. Inclusion. Integrity. Leadership. Professionalism. Responsibility. Vision.

What We Stand For

- **Governance:** Through the coordinated efforts of leadership, volunteers, and staff, THE ASSOCIATION operates a fiscally responsible business that is future-focused, member-centric, inclusive, and committed to fulfilling its strategic vision
- **Government Affairs:** THE ASSOCIATION is invested in the political process and engage in advocating for principles and policy positions of the REALTOR[®] Party, including property ownership, housing opportunities, smart growth, and other REALTOR[®] Party principles and policies as requested by all levels of the REALTOR[®] organization
- **Community Outreach:** Through various endeavors, THE ASSOCIATION demonstrates its commitment to our communities and the people who live and work in them
- **Professional Development:** THE ASSOCIATION is dedicated to raising the professional bar of its membership by providing the highest caliber of career development opportunities for all member audiences and faithfully administers Professional Standards services per the National Association of REALTOR[®]s Code of Ethics & Arbitration Manual
- **Communication:** Members and the communities we serve recognize THE ASSOCIATION as the trusted voice for all things real estate in central NJ

Governance

Through the coordinated efforts of leadership, volunteers, and staff, THE ASSOCIATION operates a fiscally responsible business that is future-focused, member-centric, inclusive, and committed to fulfilling its strategic vision

- **Staffing** – THE ASSOCIATION has a highly qualified and empowered professional staff who are vested in the success of the organization by advancing the vision of the strategic plan
- **Facility and Operations** – THE ASSOCIATION maintains a state-of-the-art facilities that is strategically located to allow for continued growth and favorable alignment of business resources
- **Finance** – With an elected Treasurer who collaborates with the staff, the Budget & Finance Committee, and financial consultants, THE ASSOCIATION is a fiscally responsible business that maximizes its potential and is prepared for growth.
- **Structure** – THE ASSOCIATION has clearly defined roles and responsibilities for all volunteer positions/projects and member engagement opportunities
- **Business Growth** – THE ASSOCIATION explores opportunities with other entities for continued business expansion and growth
- **Diversity, Equity, and Inclusion** – THE ASSOCIATION offers all REALTOR® members the opportunity to apply to serve in volunteer leadership roles at THE ASSOCIATION, and the Nominating Committee recognizes the benefits of diversity and interviews and fairly considers all qualified applicants
- **Volunteer Opportunities** – THE ASSOCIATION welcomes all members to apply to serve on a committee or other workgroup and strives to offer a volunteer position to every applicant

Government Affairs

Members of THE ASSOCIATION are invested in the political process and engage in advocating for principles and policy positions of the REALTOR® Party including property ownership, housing opportunities, smart growth, and other REALTOR® Party principles and policies as requested by all levels of the REALTOR® organization.

- **Fundraising** – THE ASSOCIATION members understand the importance of and embrace a culture of financially investing in the political process.
- **Policy** –THE ASSOCIATION establishes positions regarding significant land use or environmental issues affecting our communities and supports the public policy positions of the National Association of REALTORS® and New Jersey REALTORS®.
- **Grassroots mobilization** – All “calls for action” from all levels of the REALTOR® organization are quickly shared with members, who are urged to take immediate action, and the platform of the REALTOR® Party is communicated.
- **Influence, Outreach** – THE ASSOCIATION engages in outreach to REALTORS® who have a ‘seat at the table’ on local government, municipal and regulatory boards, commissions, and business organizations to strengthen our advocacy and communications efforts.
- **Programs, Events** – THE ASSOCIATION and its members engage with the public in specific property/housing-related events, programs, and partnerships, demonstrating a commitment to improving the quality of life in our communities for the people who live and work here.
- **Advocacy and Consumer Mobilization** – Utilizing available resources and grants, THE ASSOCIATION seeks opportunities to partner with the public to build stronger communities, proactively identify issues affecting real estate, and advocate for REALTOR® Party principles and priorities in our communities.

Community Outreach

Through various endeavors THE ASSOCIATION demonstrates its commitment to our communities and the people who live and work in them.

- **Influence, Outreach** – THE ASSOCIATION celebrates and showcases the generous charitable endeavors of our members and undertakes community service projects that make a difference in the lives of real people living and working in our communities.

Professional and Career Development

THE ASSOCIATION is dedicated to raising the professional bar of its membership by providing the highest caliber of career development opportunities for all member audiences and faithfully administers Professional Standards services per the National Association of REALTOR®'s Code of Ethics & Arbitration Manual.

- **Programming** – THE ASSOCIATION is the preferred destination for the career development life-cycle needs of real estate professionals seeking to enhance their business.
- **Trainers** – THE ASSOCIATION hires high performing and engaging subject matter experts to deliver exceptional courses for the real estate professionals attending our programs.
- **Target Audiences** – THE ASSOCIATION proactively anticipates the specific needs and exceeds the expectations of all types of members.
- **Marketing** – THE ASSOCIATION communicates through a variety of methods to effectively promote courses and attract attendees and also provides members with information about various professional development options from our State and National associations.
- **Delivery Options** - Utilizing current technologies, THE ASSOCIATION consistently delivers relevant courses and career development programming through a variety of learning platforms.
- **Professional Standards Enforcement** – THE ASSOCIATION provides a full spectrum of professional standards services and systems as defined by the National Association of REALTORS®.
- **Fair Housing** – THE ASSOCIATION offers its members impactful fair housing classes and information and underscores at New Member Orientation and in member communication vehicles the REALTOR® organization's commitment to and support for fair housing and endeavors to support the fair housing education requirements of the State of New Jersey.

Communication

Members and the communities we serve recognize THE ASSOCIATION as the trusted voice for all things real estate in central NJ.

- **Internal** – Members rely on THE ASSOCIATION as the trusted resource for timely and relevant information that under the associations the value of the programs, products, and services delivered by all three levels of the REALTOR® organization.
- **External** – The public recognizes THE ASSOCIATION and its members as the authority for 'all things real estate', and as trusted partners in the communities in which we live and serve.
- **Messaging and Branding** – THE ASSOCIATION's communications deliver a clear and uniform message to members and the public that articulates who we are and what we stand for.
- **Delivery Methods** – Utilizing a variety of communications vehicles, THE ASSOCIATION consistently delivers timely and relevant messages to members and the public.

- **Talent-Member Database** – THE ASSOCIATION maintains a database that collects relevant member data and demographic information to match their talents and expertise with the projects, initiatives, and issues that require high level collaboration and input.
- **MLS Support** – THE ASSOCIATION communicates with area MLSs on behalf of our members, providing feedback regarding service provision and other issues that may arise.

GOALS FOR YEAR 2023

1. Enhance communications with membership

Increase Broker participation and engagement

Increase Affiliate participation and engagement (bring back ambassador program)

QR codes for events

mobile app

Use leadership and Chairpersons for videos

Publish affiliate testimonials – give them a pat on the back.

Encourage Directors and committee chairs to boost member engagement

Need a spark

Make titles vague to entice – i.e. “how to make money”

Focus on initial orientations for new members

Ongoing reinforcement of benefits

Treating each other professionally

Coffee with the Association by County

New Broker Orientation

COMMITTEE/TASK FORCE: NEW COMMUNICATION TASK FORCE (NEW)

BUDGET: \$5,000

2. Re-Evaluate events overall

Combine event topics to increase participation

Different venues - locations

Make some events for free – give “guest tickets” to certain people – give away at end of the year

Use surveys to improve events

Collaborate with AREAA, WCR, and improve relationship with them

Double the attendance at events – with 60 minimum at outside venues – fill at 30 with events at MJAR offices.

Expand and define diversity and inclusivity

COMMITTEE/TASK FORCE: EVENT EVALUATION TASK FORCE (NEW)

BUDGET: \$2,000

3. Audit and evaluate of what we do – how the events go to give data to those for 2023 – based on what #2 results were

evaluate committees, etc.

top notch speakers

COMMITTEE/TASK FORCE: POLICY AND PROCEDURE COMMITTEE

BUDGET: \$0

4. Advocacy

RPAC education

Bring more awareness

Promote things to help protect independent contractors

COMMITTEE/TASK FORCE: RPAC FUNDRAISING COMMITTEE

BUDGET: \$5,000

5. Consumer Outreach

COMMITTEE/TASK FORCE: COMMUNITY SERVICE

BUDGET: \$1,000