

Dearborn Area Board of REALTORS®

Strategic Plan

Adopted June 16, 2011

Vision

The Dearborn Area Board of REALTORS® is the membership of choice for all real estate professionals. We provide community and industry knowledge, integrity, and experience. DABOR REALTORS® are the most valuable choice for the consumer.

Mission

The mission of the Dearborn Area Board of REALTORS® is to support, educate and promote members; to inspire leadership and enhance professionalism; to maintain the highest standards and integrity through the enforcement of the REALTORS® Code of Ethics; to promote REALTORS® as knowledgeable and essential; and to advocate on behalf of homeownership and property owners.

GOAL 1: Member Engagement

Strategy A: Provide and communicate value of relevant education.

1. Survey members annually;
2. Utilize members to conduct educational courses;
3. Promote free education on REALTOR.org;

Strategy B: Increase Affiliate Members

1. Target market different category of business;
2. Obtain testimonials from current;
3. Speaking or education related opportunities with members;
4. Affiliate member on the Board of Directors;
5. More interactions for Affiliates at meetings.

Strategy C: Improve the communication to membership

1. Leadership visit
2. Target successful non-engaged members
3. Each office has a Board Ambassador

GOAL 2: Consumer Relations

Strategy A: Improve Image

1. Work close with professional organization;
2. Encourage members to promote the real estate profession;
3. Gain relationships to do editorials in many publications.

Strategy B: communicate changes in the market.

1. More articles to news outlets;

2. Continuing blog;
3. Use more social media outlets.

Strategy C: Stronger relation with local Government Agencies.

1. Guide to City Government Agencies
2. Legislative coffee on all levels of government; (i.e. school board, City Council, Mayors)

Goal 3: Strengthen and advance the profession.

Strategy A: Communicate the value of ongoing education.

1. Referral Business
2. Marketing Opportunity
3. Increase income

Strategy B: Strengthen RPAC.

1. Educate the members regarding the use of RPAC funds;
2. Develop an explanation of how REALTORS® benefit from RPAC contributions;
3. Explain the “Issue Mobilization” program and how dues contributions are used.

Strategy C: Better communicate the REALTOR® Code of Ethics.

1. Publish stories in Monthly newsletter regarding complaints and outcomes as well one Code with a standards of practice along with the interpretation;
2. Promote the use of signage regarding unlawful entry into any property;
3. At General Membership meetings discuss a code and interpretation.