

## Los Alamos Association of REALTORS® Strategic Plan 2015-2017

Goal: Los Alamos Association of REALTORS® is a financially sound and well-organized local Realtor organization

Objective 1: Meet NAR's financial and organizational Core Standards

- Ensure 2-year review of LAAOR bylaws and MLS bylaws
- Ensure access to legal counsel
- Annually file federal/state tax returns and the state corporation as required by state law
- Gather and record all LAAOR association media coverage
- Ensure an annual audit/review and/or compilation (*only if annual budget is under \$50,000*)
- Adopt and update LAAOR association policies that may include: *fraud awareness and prevention; budgeting; dues collection; financial information disclosure; officer, member and staff travel; investing; reserve levels; payment policies; compliance reporting; revenue recognition; asset capitalization; financial reporting; conflicts of interest; whistleblower; and document retention.*

Goal: Los Alamos Association of REALTORS® members are professional and respected in the community

Objective 1: LAAOR Association members meet code of ethics requirements and promote to the public professional standards and ethics resources

- Provide links to NAR and RANM's code of ethics and professional standards resources on LAAOR website
- Track members' quadrennial code of ethics requirement and regularly provide training opportunities or resources
- Provide professional standards and mediation services to members and the public
- Be able to list association mediator(s)

Objective 2: LAAOR Association members effectively use technology and are knowledgeable of the latest trends and regulations regarding real estate in New Mexico

- Provide regular training opportunities for members to better use technology and be knowledgeable of real estate trends and regulations in New Mexico (*Continuing Education courses, Legal Updates, and Technology Updates*)
- Re-promote training opportunities provided by SFAR, RANM and NAR to members

- Regularly communicate with members using technology (*email or LAAOR Facebook page*) on the real estate industry
- Host an Interactive website featuring timely, accurate and valuable information on the real estate industry
- Host Quarterly Membership meetings with a “Haves and Wants” session (*Topics: fire prevention, economic development, Los Alamos Lab update, local rehab program*)

Goal: Los Alamos Association of REALTORS® will be viewed by the public, media, and elected officials as the leading advocate for private property rights and real property ownership

Objective 1: Raise 100% of the established RPAC Fundraising goal

- Encourage member support by seeking RPAC investment “above the line” dues billing that reflects the “fair share” goal
- Explore budgeting for an annual RPAC gift from LAAOR
- Promote RPAC to members <http://www.realtoractioncenter.com/rpac/for-associations/resources/order-nar-rpac-brochures.html> via: *brochures, LAAOR Facebook page, presentations and website*

Objective 2: Achieve participation rates on NAR and State calls for action

- Re-promote to members state and national calls to action via: *website, email, and LAAOR Facebook page*
- Encourage NAR’s Broker Involvement Program
- Encourage members to download/use the Realtor® Action Center App at quarterly membership meetings

Objective 3: Support property rights, housing, and real property ownership by educating members, elected officials, and consumers on key real estate issues

- Distribute On Common Ground magazine to public officials
- Explore offering a CE Course using a RPAC fundraising grant
- Continue to provide funding support for leadership participation in RANM & NAR Conferences (*RANM Legislative Update & Annual Conference, NAR Leadership Training in Chicago and Midyear Conference*)

Objective 4: Support property rights, housing, and real property owners by providing active campaign assistance for local political candidates that are friendly to Realtor® party issues

- Explore the development and implement a local Candidate Selection and Contribution Program
- Host a voter registration event for members and the public (*Friday Night Concert*)

- Explore hosting a candidate forum for members and the public in collaboration with the League of Women Voters

Goal: Los Alamos Association of REALTORS® will be viewed by the public, media, and elected officials as the leading source of valuable real estate information and community resources

Objective 1: Be the Voice of Real Estate and promote market statistics and/or real estate trends and issues along with their impact on consumers

- Provide quarterly market data to local media via a news release or other outreach to media
- Embed the free Real Estate Today radio audio play on LAAOR's website so consumers can access the show digitally
- Add the free REALTOR® Content Resource widget on LAAOR's website to stream homeownership content from HouseLogic.com

Objective 2: Promote the value proposition of using a REALTOR® and activities that enhance the image of REALTORS®

- Explore a local advertising campaign reusing NAR's national advertising materials <http://nartools.com/login.php>
- Use NAR's fill-in-the-blank news releases [www.realtor.org/ae/share-and-promote/real-estate-facts](http://www.realtor.org/ae/share-and-promote/real-estate-facts) and forward quarterly to local media regarding REALTOR® value to home buyers and sellers
- Explore hosting a tour of vacant commercial property and/or seminar on how to invest in commercial property
- Explore hosting an Open House Weekend with advertising support

Objective 3: Grow community investment through organizing human resources or fundraising for the benefit of local charitable/community organizations

- Successfully seek a Housing Opportunity Grant to host a local Expanding Housing Opportunities Course
- Explore participation in a Habitat for Humanity Build
- Annually raise members donations to fund local charities