

## **Los Alamos Association of REALTORS® Strategic Plan**

*(Advocacy & Consumer Outreach Goals/Objectives in Italics)*

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 Board of Directors annually reviews LAAOR strategic plan
- Provide leadership development training or tools annually to Board of Directors
- 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
- Support and promote ombudsman program administered by Santa Fe Association of REALTORS®
- 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 (*Safety, 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 Biannual 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)
- Conduct a GOTV program for all elections, including publicizing polling places
- 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
- Share digital content from NAR's consumer-facing (@realtors) social media accounts on LAAOR's Facebook feed

*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*

- *Explore participation in a Habitat for Humanity Build*
- *Annually raise members donations to fund local charities*
- *Annually participate in a local job or small business fair*