

VENICE AREA BOARD OF REALTORS®

2023-2024 Strategic Plan

Prepared By:

Donna Garcia, MSHR, SPHR, SHRM-SCP, RCE, SWP
Director, HR and Business Planning Services
NATIONAL ASSOCIATION OF REALTORS®
430 N. Michigan Avenue
Chicago, IL 60611
312/329-8311

Date:

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Approved by Board of Directors January 12, 2017

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Approved by Board of Directors April 29, 2021

Revised May 12, 2022

Approved by Board of Directors May 26, 2022

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Approved by Board of Directors May 18, 2023

MISSION

“The mission of the Venice Board of REALTORS® is to serve our members and communities. We will develop, promote and provide programs and services to enhance the members’ ability to conduct their business successfully, with integrity and competency”

VISION

“Providing for growth, professionalism and profitability for REALTOR® and Affiliate members while serving our communities.”

Following are the Venice Board of REALTORS®' 2023-2024 -Focus:

- 1) Offer relevant education
 - Professional Development
 - Educational and Continuing Education Courses
 - Technology Training
- 2) Be proactive to members and the public on legislative, regulatory and any real estate related issues that impact our industry
- 3) Promote our advocacy efforts to be recognized as the leader in protecting our industry
- 4) Maintain and promote our Code of Ethics and Professional Standards, including our Ombudsman Program(ethics) and Mediation Program (compensation issues).
- 5) Offer tools that will help our members to be professional and productive
- 6) Increase public awareness and promote the value of using a REALTOR® and our designations to the public and the media
- 7) Provide a venue for Affiliate Success.
- 8) Supports prohibiting discrimination in all services, programs or activities on the basis of race, color, religion, sex, disability, familial status, national origin, sexual orientation or gender identity. (FROM NAR)

The Venice Board of REALTORS® identifies the following as historically important:

- REALTOR® Trademark
- Providing Lock Boxes
- MLS Services
- Scholarship Program and Community Chest Contributions
- Emeritus Recognition and Benefits
- Past Presidents Participation

The Venice Board of REALTORS® will assess programs and services each year to ensure that they still meets the Mission and Vision and aligns with the Strategic Plan.

Goal 1. Improve member communications.

Strategy A: Electronic communication sent on a regular basis to all members keeping them informed regarding all important Board issues.

Strategy B: Publish the monthly Board calendar to include meetings, events, courses, etc., on the website and via the Association's e-newsletter.

Strategy C: Schedule Broker Forums on key issues as needed.

Goal 2: Improve the relevance of our educational programs.

Strategy A: Consult with members to identify topics of interest to them.

Strategy B: Consistently market the programs we offer.

Strategy C: Provide our venue for Member and Affiliate learning sessions and other hybrid sessions when appropriate.

Strategy D: Provide both inhouse and distance learning. Cooperate with FR Boards and other Associations when appropriate.

Strategy E: Promote the importance of Realtor® designations to our members

Goal 3: Convey the value of membership in the Venice Area Board of REALTORS®.

Strategy A: Update benefits information available to current and potential members.

Strategy B: Ensure that the Strategic Plan is made available to all members and posted on the website.

Strategy C: Outline available resources provided by the Board Staff.

Goal 4: Improve our public relations efforts.

Strategy A: Increase awareness of our public service efforts.

Strategy B: Promote the REALTOR® value to the public.

Strategy C: Be the relevant source for real estate-related market statistics to the media and the public. Provide monthly market statistics to the local newspaper.

Strategy D: Provide President with information for local news media interviews.

Goal 5: Support the Communities We Serve

Strategy A: Conduct fundraisers for the Board's community contribution chest.

Strategy B. Collect items for charitable distribution.

Strategy C. Continue to conduct Student Scholarship Fundraisers

Strategy D. Include the public to participate in appropriate events.

Goal 6: Improve our financial independence.

Strategy A: Continue to obtain an outside consultant to annually review the Association's financial investments.

Strategy B: Obtain the services of an outside consulting firm, if needed, to establish and review our reserves investment policy, assess investments relative to the marketplace, and recommend changes as needed.

Strategy C: Continue to provide a monthly financial report for the Board of Directors and the members who request it.

Goal 7: Develop a strategy to encourage new leaders and programs to train them.

Strategy A: Provide a list of qualifications for candidates of each elected office.

Strategy B: President-Elect and CEO may attend the Florida Realtors CEO Symposium and/or the annual National Association of Realtors Leadership Summit to keep abreast of industry issues and be proactive in identifying issues that need to be addressed.

Strategy C: Board Leadership who attend meetings on behalf of the Board will summarize significant information to the members.

Strategy D: Encourage Committee leadership and Brokers to identify potential future leadership from participants.

Strategy E: Maintain a Leadership Development Program

Goal 8: Improve the technology we employ at the Board.

Strategy A: Maintain up-to-date, cutting edge technology, including social media.

Goal 9: Provide the technical tools our members need in order to make them more competitive in the marketplace.

Strategy A: Offer technology learning opportunities on topics such as MLS, social media, technology testing and training.

Strategy B: Maintain the Association's website to include a consumer facing page and links to relevant information from state and national.

Goal 10: Advocate legislative and regulatory issues that will have an impact on our industry and the communities we serve.

Strategy A: Promote the importance of RPAC by including investment information “above the line” in billing statements and publicly recognize major investors.

Strategy B: Conduct legislative and/or candidate forums for members and the public when appropriate.

Strategy C: Screen potential candidates to determine their support for issues that impact our industry and the communities we serve and communicate to the members the Candidate selection process and the reasons endorsements are made.

Strategy D: Support state and national Calls to Action to members and the public via the website, e-blasts, and social media.

Strategy E: Distribute state and national legislative and regulatory information to our members, the public and the media.

Strategy F: Continue to coordinate with other organizations to keep the members informed on issues, trends and recommendations in order for the Association to take a proactive stance.

Strategy G: Conduct fundraisers in order to meet our RPAC goal.

Strategy H: Inform the members of the financial implications of the issues we support or oppose.

Goal 11: Offer networking opportunities for our members

Strategy A: Networking and gatherings at various locations.

Strategy B: Encourage participation in a District Conference (when offered) for our members that will provide avenues for networking and education.

Goal 12: Provide guidance and support to new members

Strategy A: Leadership and Committee members are encouraged to reach out and offer support and guidance to new members.

Goal 13: Provide a means where our volunteers are recognized for their time and contributions

Strategy A: Annual Volunteer Appreciation Event

Strategy B: Publicize annual award recipients.

Goal 14: Support, increase and promote our Affiliate Members

Strategy A: Encourage additional Affiliate members participation

Strategy B: Promote our Affiliate Members during ~~all~~ Special events.

Strategy C: Maintain an Affiliate Application Packet. Ask members to recommend new Affiliate Members.

Strategy D: Offer opportunities for Affiliate promotions.

Strategy E: Provide paid advertising opportunities on our website and newsletters

Strategy F: Maintain an Awards/Recognition Program for our Affiliate Members. Include them in volunteer appreciation events.

Strategy G: Encourage Affiliate Committee participation.

Strategy H: Provide listing in Affiliate roster on the website.

Strategic/Business Plan Certification

This Strategic/Business Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

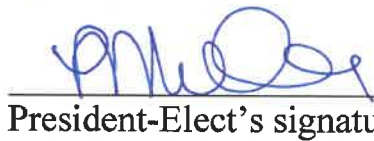
Board of Directors approval:

Date: 5/18/23



President's Signature

Date: 5/18/2023



President-Elect's signature

Date: 5.18.23



Association Executive's signature

Date: 5/18/23

***Indicates Standing Committee**

2023 Committees, Task Forces, Councils and Forums guidelines

Building Utilization Task Force – reviews and updates Reserve Schedule – develop plan to remodel/update building

***Bylaws Committee**- reviews bylaws of Board to ensure compliance with the recommendations of the National Association of REALTORS. Any changes are forwarded to the Board of Directors, NAR and then the general membership for final approval. Also reviews any changes suggested by the members. Submits bylaws annually to NAR for review. Compliance ensures E&O coverage.

Candidate Screening Task Force - interviews candidates to determine philosophies with regard to private property rights, free enterprise and recommends candidates to the Board of Directors for a written recommendation and/or an endorsement (funding). Presented to the board of directors for final approval before they are presented to the district trustee for final action. The board of directors shall approve all requests for funding. No requests for funds shall be approved by the Board of Directors prior to the filing deadline.

***Data Services Committee** - Meets as needed to review and monitor services offered to the members (MY-Florida Regional MLS, MLS Advantage, Lockbox, etc.). Coordinates Data Services education for rules and regulations and system training. Investigates other data services to offer to members. Candidates for My Florida Regional Directors shall appear before the Nominating Committee for a recommendation to the Board of Directors. Recommends members for committee volunteer positions in the My-Florida Regional system. MFR Committee members serving on MFR Committees should have current or past service on Data Services.

***Finance Committee** - reviews and may revise the budget prepared by the CEO. Presents budget to Board of Directors for final approval. Meets to review financial reports and recommends changes in dues structure, fees, etc. when appropriate. Recommends investments and method for accumulation and maintenance of a reserve fund. The Board Treasurer serves as Chairman. The Finance Committee should also be composed of the previous Treasurer and members who have served before. Coordinated an annual financial review or audit as required by NAR.

***Grievance Committee** - investigates possible violations of the Code of Ethics, bylaws, MLS rules and regulations and any other alleged violation of membership in accordance with the National Association of REALTORS® Code of Ethics/Arbitration manual. Composed of ten members - at least two but not more than 5 should be salesperson licensee members. No two shall serve from the same office.

Mediator - appointed by President to mediate disputes or complaints filed with the board concerning arbitration (commission disputes) between Brokers or other disputes such as home buyer/ home seller disputes.

Nominating Committee – At least two months before the annual election a Nominating Committee of six Members (one shall be a past president, two shall be REALTOR® Members with Broker or Broker-Sales Associate status and two shall be REALTOR® Members with Sales Associate licenses and one Member at-large) shall be appointed by the President with confirmation by the Board of Directors. The President-Elect is ineligible to serve. A maximum of two current Directors may serve. Appointees may serve no more than two consecutive terms. Committee members must be present for all interviews to vote. The Nominating Committee shall select at least one candidate for each office and at least one candidate for each place to be filled on the Board of Directors. The report of the Nominating Committee shall be distributed at least three weeks preceding the election to each member eligible to vote.

Ombudsmen – Contact those who have issues to see if they can help settle the dispute before an ethics complaint is filed.

Orientation Subcommittee - divided into two subgroups to teach the board's membership orientation program - bylaws - code of ethics and MLS. Reviews teaching material annually. Orientation is scheduled monthly. Each group should review the material they teach as well as the test questions.

***Political Affairs/Legislative/Government Affairs Committee** - Provides political education and encourages political involvement by members. Encourages voter registration. Keeps informed of and reports to the membership legislation affecting the industry. Responds to urgent calls for action from FR and NAR. Studies proposed legislation and organizes and leads unified board task force to combat undesirable legislation and support that which is favorable to the profession. Coordinates Candidate Screening.

***Professional Development/Education Committee**
Schedules and coordinates educational programs for members. Recommends acquisition of new materials based on needs of membership and budget. May purchase or lease materials within the budget.

***Professional Standards Committee** - composed of ten or more members - at least two should be salesperson licensees. Members should, when possible, have prior experience on the Grievance Committee. Continuity is of utmost importance in serving on this committee. Conducts hearings for alleged ethical violations and for arbitration. No two panel members should be from the same office. Renders impartial decisions relating to complaints. Procedures are described in the National Association of REALTORS Code of Ethics/Arbitration manual. Must attend a Florida Association of REALTORS training class in the district.

***REALTOR Political Action (RPAC) Committee**- educates the membership and raises funds for candidates and issues supportive to the philosophy of the real estate industry. Promotes and implements fund raising programs and projects.

Scholarship - plans and implements the annual Student Scholarship golf outing and other fundraising scholarship events. Responsible for soliciting door prizes, sending thank-you notes and coordinating all events at the tournament. Awards scholarships to graduating high school students. Procedure for scholarship review: 1. The Staff Person who receives the applications will put them into alphabetical order. 2. After the deadline to submit, each application will be assigned a number. 3. A list will be kept with includes the student's name, assigned number and school. 4. Readers will be asked to come to the Board Office to read the applications – applications may not be taken out of the Board Office.

***Special Events/Fundraising Committee** – Encourages member participation at Board events and meetings, etc. Plans fundraising and social events. Coordinates community volunteer programs.

Selection Task Force - selects REALTOR of the year and other award recipients according to established criteria. A confidential committee composed of the Executive Vice-President, Board President, TWO past recipients of the REALTOR of the year award, 4 additional REALTORS. Follows guidelines outlined in policy for selection process.

***Strategic Planning Committee** - develop proposed future strategies for the board. May devise and study member surveys for input. Recommends long range plans. Identify major issues and trends affecting the industry. Develop and monitor a strategic plan. Chairman is the board's president-elect.

YPN – Young Professionals' Network – schedules events for both fundraising and networking - giving young professionals more exposure to the real estate profession and other members.