



Association Strategic Plan

Effective January 1, 2015

Mission

FAAR provides members with resources to deliver professional and ethical service and advocates for issues impacting real estate.

Vision

The Fredericksburg Area Association of REALTORS® is the vital resource for member success.

1. Membership

Objective 1.1: Our association provides high-quality products and services to our members

Success Indicators:

1. New products and services added, non-productive eliminated
2. Increased use of products and services generates more non-dues income
3. Member surveys reflect a "good" or better rating of member benefits

Objective 1.2: Promote the value of membership to affiliate members

Success Indicators:

1. Affiliate membership increases by 10% each year
2. Affiliate participation increases by 10% per year
3. Affiliate Marketing Partners program sponsors increases by 20% and/or current members raise their sponsorship level

Objective 1.3: Members feel welcome and have a great sense of belonging

Success Indicators:

1. Nurturing new agents with personal outreach and acquainting them with the benefits of membership have increased association "fans"
2. Outreach to members in outlying areas increased participation in all association events

Objective 1.4: Create collegial atmosphere where broker owners/managing brokers work in cooperation to inform agents of association activities, programs, advocacy issues

Success Indicators:

1. A vibrant Managing Broker Network has consistently well-attended meetings.
2. Ongoing resource additions to the website's Broker page.



Objective 1.5: Members enjoy multiple networking opportunities that build business relationships among fellow members and affiliate members

Success Indicators:

1. Establish a standard of success for events and those that do not meet the standard are eliminated
2. Committees and membership are better informed of the activities of the Association because they're utilizing the calendar
3. Increased attendance at association events
4. Semi-annual Town Hall meetings provide information on FAAR activities, issues, and committee reporting

Objective 1.6: Members have useful avenues to receive information and provide feedback about our association

Success Indicators:

1. Participation in FAAR social media outlets and visits to the website increased by at least 10% a year
2. Constant Contact's (delivery vehicle for weekly Updates) open rate is consistently 30% or higher
3. Annual survey results indicate increased satisfaction with communication efforts
4. Events are successful and well attended because they are organized and thoroughly evaluated

Objective 1.7: Create a governance structure defining the mission of committees, task forces

Success Indicators:

1. The committee/task force structure is set up for productive member participation because everyone understands the process and the expectations for success

2. Education and Professional Development

Objective 2.1: Our members receive relevant and quality education focused on critical skills and knowledge that members will need to be successful as the marketplace evolves

Success Indicators:

1. Student evaluations achieve an average of 4.5 stars indicating that RECA's balanced and diverse curriculum meets the education needs of the members
2. RECA's revenue increases 10% per year
3. Class attendance increases by 10% each year
4. RECA works in cooperation with other associations by trading approved courses to meet members educational needs
5. Evaluations reflect satisfied participants who found classes that reflected their skill and knowledge level
6. Post-evaluation forms are completed by 50% of class attendees and 15% of attendees are contacted personally by phone to solicit meaningful feedback



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7. RECA identifies and incorporates at least 2 instructors per year

Objective 2.2: Our members are aware of and understand the REALTOR® Code of Ethics and Professional Standards system

Success Indicators:

1. Provide educational opportunities for members on the professional standards process and the Code of Ethics
2. Increased traffic to the Professional Standards pages of the website demonstrates that members are referencing the material
3. Members file complaints because they believe the process provides due process for all

Objective 2.3: Members know how and where to access REALTOR® resources (national, state and local)

Success Indicators:

1. Increased “click-throughs” improved by better marketing of the VAR and NAR websites accessed through the FAAR website
2. Resources are included in RECA classes

Objective 2.4: Member Recognition

Success Indicators:

1. Applications to all awards increase because more members see the value of holding the distinction
2. Online tracking of Professional Honor Role points available to members

3. Advocacy and RPAC

Objective 3.1: Educate and inspire our members to take action on government and legislative issues

Success Indicators:

1. Our members response rates on Calls for Action at the state and national level consistently exceeds the national and state average
2. Participation in the “Broker Involvement Program” increases by 15%-
3. Strong traffic on the FAAR webpage that includes information about how to download the REALTOR® Action Center app, which allows instant response on Calls for Action
4. Local goal is based on VAR's Triple Crown guidelines

Objective 3.2: Our members want to invest in RPAC

Success Indicators:

1. RPAC contributions consistently exceed stated Fair Share Goal amount



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2. Participation in RPAC events grows at a rate equal to or more than our overall association membership growth each year

Objective 3.3: Support private property rights, housing, and real property ownership through education, advocacy, and campaign services

Success Indicators:

1. Community leaders seek out the opinions of our members when important decisions are being made at the local level
2. Our association works with winning candidates in local elections
3. Grant applications for VAR and NAR resources are approved and utilized effectively

4. Community (Consumer) Outreach

Objective 4.1: Our association is the "Voice of Real Estate" and our website provides information for consumers regarding market data and 'things to know' when selling and buying real estate

Success Indicators:

1. The media and other area stakeholders contact the Association and the members for information about the local market

Objective 4.2: Enhance community involvement to promote the value proposition of using a REALTOR®

Success Indicators:

1. Traffic to the consumer portion of the website increases due to the increased promotional marketing of the importance of using a REALTOR®.

Objective 4.3: Our members are committed to improving the community's quality of life

Success Indicators:

1. The amount of funds distributed to local organizations increases annually
2. Member participate in association-sponsored community service projects
3. Our members are serving on agencies, non-profits, commissions, organizations, etc across the region