

**REALTORS Association of Citrus County  
Strategic Plan  
August, 2009**

**Mission**

The REALTORS® Association of Citrus County exists to inform, educate and uphold the high standards set forth in the REALTOR® Code of Ethics enhancing our members' professionalism and image while fostering cooperation among our members and serving our communities. We provide education and leading edge technology to better safeguard private property rights and promote equal housing opportunity.

**Goal 1: Improve both the members' and the association's knowledge and use of technology**

Strategy A: Employ e-Commerce allowing members to pay dues, register for meetings and purchase services on line.

Strategy B: Explore any possible new membership systems available through the REALTOR organization.

Strategy C: Reestablish the Technology Committee and work in conjunction with FAR to implement new technological innovations.

Strategy D: Educate the members regarding social media and on-line reputation management.

Strategy E: Investigate the possibility of offering in cooperation with neighboring associations the new social media course developed by the "Social Media Marketing Institute".

Strategy F: Expand the technology courses we offer.

Strategy G: Assign the Technology Committee the task of upgrading the Association's website.

## **Goal 2: Improve our communications with the members**

Strategy A: Appoint an "Office Ambassador" for each office responsible for delivering association information to the agents in their office. Recognize the Ambassadors for their efforts.

Strategy B: Survey the members to determine how we can best improve the way we communicate with them.

Strategy C: Ask the Technology Committee to investigate the methods of communications most used by members and determine what the association needs to do to adjust to the filtering policies implemented by the e-mail services our members use.

Strategy D: Ask each Director to initiate two office visits over the course of the next year, speak from talking points provided by the association and report back to the Board of Directors at the next meeting.

Strategy E: Reestablish the Past Presidents' Luncheon and Roundtable as a way of encouraging Past Presidents to continue their service to the association.

## **Goal 3: Address MLS Issues**

Strategy A: Obtain a reliable lock box key system.

Strategy B: Ask the Lock Box Task Force to recommend to the Board of Directors whether we should remain in the Lock Box business.

Strategy C: Evaluate the pros and cons of FAR's "MLS Advantage" program" and survey the members at a Town Hall Forum about joining.

Strategy D: Resolve technical MLS issues (such as allowing multiple category listings) that will allow us to both effectively market our members' properties and provide clean data/statistics.

Strategy E: Appoint a Task Force to research how other associations are handling the inclusion of rentals (residential and commercial) in their Multiple Listing Systems and recommend a fee structure and policy to implement this.

Strategy F: Ensure that all MLS staff receives regular MLS vendor training.

#### **Goal 4: Expand member participation in association activities**

Strategy A: Create incentives for members to serve on committees.

Strategy B: Expand our program of member and public recognition for members serving the association in various ways. Feature Committee and Task Force Chairs on the website and in the newsletter.

Strategy C: Ask the "Office Ambassadors" to help recruit committee members by explaining to the brokers and agents in their offices what committees do and how members can sign up.

Strategy D: Ask every committee member to invite a guest to attend their committee meeting as a potential new committee member.

Strategy E: Invite the “Office Ambassadors” to attend committee meetings in order to gain better knowledge of what committees do.

Strategy F: Add the schedules and agendas of each committee to the website, association calendar and MLS message board.

### **Goal 5: Expand the educational offerings we provide to our members**

Strategy A: Explore ways of providing free education to the members.

Strategy B: Offer a wider range of classes including commercial classes.

Strategy C: Investigate new methods of delivering education including offering courses on-line.

Strategy D: Ask the Education Committee to focus on technology classes.

Strategy E: Expand the Education Committee by broadening the types of members serving on it.

### **Goal 6: Create a higher level of visibility for our REALTORS in the community.**

Strategy A: Schedule monthly releases to the local media highlighting the activities of both the association and its members.

Strategy B: Create newsworthy stories regarding the housing market as they occur and submit them to the press.

Strategy C: Ensure that our communications with the Chronicle are maintained on a priority basis.

Strategy D: Create a member profile on the Website encouraging members to provide detail regarding their community service activities. Use this collective information to reinforce the work REALTORS do for the community.

Strategy E: Establish an association recognition program for members who provide exceptional services to the community.

Strategy F: Establish a “Public Relations Advisory Board” to work with staff in the creation of press releases.

### **Goal 7: Create a Task Force to review Association Policies and Procedures and update them as needed**

Strategy A: Create an Association “Disaster Relief and Recovery Plan” for inclusion in the P&P.

Strategy B: Ensure that the Association Executive maintains a current copy of the “Staff Tasks Book” for every department.

Strategy C: Create an ongoing program of functional staff cross training.

Strategy D: Create an off-site, back-up accounting program.

Strategy E: Create a succession plan to guide leadership through an unexpected loss of the Association Executive.

Strategy F: Ask the AE to obtain copies of the above policy documents from other associations as a way of preparing the Task Force for the work they are assigned.

## **Goal 8: Strengthen our Leadership training and recruitment efforts**

Strategy A: Continue our efforts to create a local Leadership Academy possibly in partnership with neighboring associations.

Strategy B: Invite all Committee Vice Chairs to our annual Leadership Training Retreat.

The association strategic planning committee met last week. The following have taken chairman of the following goals.

Goal #1 – Cheryl Lambert – RE/MAX, Realty One –  
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If you would like to serve on a task force for the Strategic Planning Committee, please give that chairman a call or email.