



REALTOR® ASSOCIATION
of Sarasota and Manatee
Reach Further.™

2020 Strategic Plan

Vision

We are an innovative and relevant association that elevates the standards of professional excellence, and are critical to our members' success, while providing value to our community.

Mission

Empower and engage our REALTOR® community by delivering essential services, resources, education, and experiences that elevate member success and professionalism, while advocating for REALTOR® initiatives and private property rights.

Strategic Priorities

Member Engagement Public Relations Professional Development Advocacy Professionalism

Member Engagement

Create an environment that conveys the value provided to our members.

Public Relations

RASM will reach further to elevate the community awareness of the vital role of REALTORS®.

Professional Development

Be the premier source to educate and elevate our REALTOR® members focusing on member productivity and profitability.

Advocacy

Protect and promote the real estate profession and private property rights.

Professionalism

Elevate member professionalism with a focus on etiquette, communication, respect, skill level and adherence to the code of ethics.

Member Engagement

Create an environment that conveys the value provided to our members.

Goal 1.1 - Increase attendance and involvement by 15% percent within two years.

Strategies	Assigned to	Timeline	Budget
1.1.1 - Create a baseline through data analysis and member reporting to define current participation in RASM programs and events and to identify unengaged members in order to improve communication strategies.	Staff	Quarter 2	
1.1.2 - Sunset MLS Express to provide better utilization of time and resources. Allow for future evaluation of alternative programs.	Board of Directors	Quarter 4 '19 & Q 1 2020	
1.1.3 - Conduct bi-annual Member Satisfaction Survey to determine the types of programming members need and want. (see 1.2.4 and 1.3.3)	Communications Dept./Mckenna Design Group	Quarter 2	
1.1.4 - Investigate to identify the best resource to develop and implement a RASM app to simplify communication and registration of classes.	Staff	Investigate by Quarter 1 & Implement by Q3	

Goal 1.2 - Increase awareness of RASM resources and member services.

Strategies	Assigned to	Timeline	Budget
1.2.1 - Develop "Reach Further" member-focused campaign to launch the new RASM tagline.	RASM Staff/McKenna Design Group	Quarter 1	
1.2.2 - Conduct the bi-annual Member Satisfaction Survey to determine communications preferences and segmenting strategies.	RASM Staff/McKenna Design Group	Quarter 1	
1.2.3 - Create a New Member first-year interaction plan to define all touch points of engagement with new members.	Staff	Quarter 2	
1.2.4 - Enhance segmentation in member database to produce marketing strategies that align with individualized member segments.	Staff	Quarter 2	
1.2.5 - Investigate alternative methods of communication to increase traffic to myrasm.com, i.e. text, video, social channels, mail, etc.)	Staff	By Q3	
1.2.6 - Increase the effectiveness of the Ambassador Program to encourage	Member Engagement	Ongoing	

offices and brokers to engage with RASM.	Committee		
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Goal 1.3 - Provide member benefits and resources to address the needs of members.

Strategies	Assigned to	Timeline	Budget
1.3.1 - Implement a video production studio at RASM South and investigate how it could become a member-utilized resource.	Staff	By Quarter 2	
1.3.2 - Create a library of licensed photography and music for members use.	Staff	Q2	
1.3.3 - Use bi-annual member survey and/or focus groups to determine benefit needs of members.	Staff	Quarter 2 Q 2	
1.3.4 - Investigate hiring staff person for Video Studio, to include taking member head shot photos and managing photo and music library	CEO	Q 2	

Public Relations
RASM will 'Reach Further' to elevate the community awareness of the vital role of REALTORS®.

Goal 2.1 - Continue to position RASM and its members as the primary and trusted source for real estate information.

Strategies	Assigned to	Timeline	Budget
2.1.1 - Host public events to educate the community.	Community Outreach Committee	On-going	
2.1.2 - Promote "Homeownership for All" license plates.	Staff – Member Engagement Comm	Monthly	
2.1.3 - Create press releases to promote members and RASM's good deeds and service to community.	Staff	Monthly	
2.1.4 - Create press releases for industry-specific news using research reports and local market data.	Staff	Monthly	
2.1.5 - Create press releases to share advocacy issues related to homeownership and the community.	Staff	As needed	

2.1.6 - Facilitate a "President's Column" with local media outlets.	Staff		
2.1.7 – Utilize agency support to develop a consumer facing PR campaign.	Staff/McKenna Design Group	Quarter 2	
2.1.8 - Create a Humanitarian Award to be given quarterly, published locally, using "That's Who We R" theme.	Community Outreach/Staff	Quarterly	

Professional Development

Be the premier source to educate and elevate our REALTOR® members focusing on member productivity and profitability.

Goal 3.1 - Create opportunities for members to elevate their productivity, profitability, and success.

Strategies	Assigned to	Timeline	Budget
3.1.1 - Host a designation and certification fair.	Professional Development Committee	Quarter 1	
3.1.2 - Develop a database library of educational videos for RASM members.	Staff	By Quarter 2	
3.1.3 - Create a leadership mentorship program within the Leadership Institute.	Leadership Institute Committee	Prior to Quarter 3	
3.1.4 - Create four panels using local legends or various topics, i.e. top producers and luxury real estate.	Professional Development Committee	Quarterly	

Goal 3.2 - Offer education opportunities for our members to uphold the highest level of professionalism and customer service.

Strategies	Assigned to	Timeline	Budget
3.2.1 - Offer NAR Designation classes to RASM members for the royalty fee only.	Staff	Q1 – Q4	
3.2.2 - Create and Offer entry level focused broker classes.	Professional Development Committee	Quarter 2	
3.2.3 – Establish and operate a RASM pre-licensing school.	Staff	By Quarter 3	
3.2.4 - Develop two local designation courses; waterfront and new construction; and implement courses.	Professional Development Committee	Q1/2 and Q3/4	

3.2.5 - Create a multi-track education event coupled with the Annual Meeting.	Staff	Quarter 3	
3.2.6 - Offer brokers CRB training at no cost except for royalty fee.	Staff	Ongoing	

Advocacy

Protect and promote the real estate profession and private property rights.

Goal 4.1 - Educate and communicate RASM's position on issues and candidates to members and the public.			
Strategies	Assigned to	Timeline	Budget
4.1.1 - Promote the benefits and the "why" of investing in RPAC through print, video, new member orientation, etc.	RPAC Fundraising Committee/Staff	Ongoing	
4.1.2 - Bring elected officials and decision-makers into RASM (local and state) two times per year, four times total. Do Pancakes & Politics 1 time Post (Winter) and 1 Time Pre (Fall) the state legislative sessions.	Public Policy Committee	Q1-Q4	
4.1.3 - Increase member involvement in the political process: get out to vote, attend local government meetings, involvement in the public policy committee.	Government Affairs Director	Ongoing	
4.1.4 - Consumer campaign on what REALTORS® do for the community, ex. How our advocacy efforts benefit the consumer.	Staff	Quarter 2-3	
4.1.5 - Promote annual trips to D.C. and GARD.	Staff	Q1 and Q2	
4.1.6 - Explore event coordinator position for RASM for use with major events.	CEO	Quarter 1	
4.1.7 - Utilize member data to better target members for advocacy issues.	Staff	Ongoing	
4.1.8 - Continue to elevate awareness of the REALTOR® Party as a nonpartisan voice of the real estate industry and profession.	RPAC Fundraising Committee	Ongoing	

Goal 4.2 - Continue to build relationships with influential people and organizations.			
Strategies	Assigned to	Timeline	Budget
4.2.1 - Promote Key Contacts (state and local) and the work they do on behalf of the membership and the public. Continue to hold them accountable.	Government Affairs Director	Quarter 1	
4.2.2 – Explore developing a RASM local Key Contact Program.	Public Policy Committee	Prior to Quarter 3	

4.2.3 - Create membership segment groups based on location and expertise.	Staff	Monthly/Ongoing	
4.2.4 - Strengthen and expand coalition relationships that specifically align with REALTOR® core values and priorities.	Government Affairs Director	Ongoing	

Professionalism

Elevate member professionalism with a focus on etiquette, communication, respect, skill level and adherence to the code of ethics.

Goal 5.1 - Provide our members with the training, tools, and resources needed to elevate their professional standards.			
Strategies	Assigned to	Timeline	Budget
5.1.1 - Evaluate and Update Etiquette training in New Member Orientation.	Professional Development	Q2	
5.1.2 - Produce monthly two-minute video to show examples of professional (and unprofessional) conduct*.	Staff	Q2-Q4	
5.1.3 - Publish monthly case studies from NAR's library of professional standards examples.	Staff	Quarter 2-Q4	
5.1.4 - Develop broker orientation program.	Professional Development	Q3	
5.1.5 - Host FREC streaming session at RASM.	Professional Development Dept.	Q3	
5.1.6 - Produce two live productions of ethics/arbitration (i.e. procuring cause) examples.	RAJC	End of Quarter 4	

Goal 5.2 – Attain 5% of membership is C2EX endorsements by December 31, 2020.			
Strategies	Assigned to	Timeline	Budget
5.2.1 - Promote Endorsed C2EX members on RASM media channels.	Staff	Ongoing	
5.2.2 – Use testimonials, video and ads to promote C2EX to membership.	Staff	Ongoing	

* All videos to include the promotion of Pathways to Professionalism.