



REALTOR® ASSOCIATION
of Sarasota and Manatee
Reach Further.™

2021 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.

Critical Issues

- Member Engagement
- Public Relations
- Professional Development
- Advocacy
- Professionalism

MEMBER ENGAGEMENT

To articulate our value, motivate members to action, and inspire them to “Reach Further”.

Goal:1.1 Increase attendance and involvement by 15% 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 to improve communication strategies.	Communications Staff/Member Engagement Committee	By Quarter 2	
1.1.2 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	By Quarter 2	
1.1.3 Investigate the development of a “member dashboard” to provide a one-stop shop of online resources, libraries, and communication forums.	Information Technology & Communications Staff	Investigate by Quarter 1 & Implement by Q3	
1.1.4 Incentivize members to participate in events and programs through giveaways, coupons, discounts, etc.	Member Engagement Comm/Staff Communications	Q1-Q4	

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

Strategies	Assigned To	Timeline	Budget
1.2.1 Implement the New Member First-Year Interaction Plan.	Communications Staff/Member Engagement Committee	By Quarter 2	
1.2.2 Increase the effectiveness of the Ambassador Program to articulate value and encourage offices and brokers to engage with RASM.	Member Engagement Committee	Q1-Q4	
1.2.3 Utilize member testimonials to tell stories of "reaching further" and "getting involved" to inspire members.	Member Engagement Committee	Q1-Q4	

Goal:1.3 Provide member benefits and resources to bring value to members.

Strategies	Assigned To	Timeline	Budget
1.3.1 Investigate how to provide the video production studio as a member-utilized resource.	IT & Communications Staff	By Quarter 2	
1.3.2 Create a library of licensed photography and music for members to use.	IT & Communications Staff	By Quarter 2	

1.3.3 Investigate hiring staff person for Video Studio, to include taking member head shot photos and managing photo and music library	CEO	By Quarter 2	
1.3.4 Implement an online RASM REALTOR® Store.	Member Services & IT Staff	By Quarter 2	
1.3.5 Provide resourceful and educational information to members through a RASM hosted podcast.	Communications Staff	Quarter 2	

Goal:1.4 Enhance networking and advancement opportunities.

Strategies	Assigned To	Timeline	Budget
1.4.1 Host "Masterminds" style events following new-member focused BOOST classes.	Professional Development Committee	By Quarter 2	
1.4.2 Increase membership and participation in RASM's special interest groups (GBC, PMC, YPN, CREA).	GBC, PMC, YPN CREA	Q1-Q4	
1.4.3 Support RASM's special interest groups through the promotion of planned informational sessions and events to the entire membership.	GBC, PMC, YPN CREA	Q1-Q4	

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 on real estate and the role of the REALTOR®.	Community Outreach	Q1-Q4	
2.1.2 Create press releases for industry-specific news using research reports and local market data.	Communications Staff	As needed	
2.1.3 Create press releases to share advocacy issues related to homeownership and the community.	Government Affairs and Communications Staff	As needed	
2.1.4 Facilitate a "President's Column" and/or interviews with local media outlets and Association leadership.	Communications Staff	Q1-Q4	
2.1.5 Utilize agency support to continue with a consumer facing PR campaign as needed.	Communications Staff/McKenna Design Group	Q1-Q4	

2.1.6 Conduct a local consumer survey to produce a local profile of home buyers and sellers. Get information from the community on their experience of using a local REALTOR®. (share testimonials on using a REALTOR®)	Communications Staff	Quarter 2	Need money budgeted for research partnerships.
2.1.7 Produce one-minute commercials or ads to promote the benefits of using a REALTOR®.	Communications Staff/ McKenna Agency	Quarterly	

Goal: 2.2 - Enhance the community involvement of REALTORS and their role in the Sarasota and Manatee counties.

2.1.2 Promote "Homeownership for All" license plates funding affordable housing to REALTOR® members and the community.	Communication Staff	Quarterly	
2.1.3 Promote member good deeds, Humanitarian of the Quarter awards and RASM community service projects to the community through press releases, social media marketing, etc.	Communications Staff/ Community Outreach Committee	Monthly	
2.1.4 Promotion of the Sarasota and Manatee area as a desirable place to live, work and play.	Community outreach committee/ communications staff	Q1-Q4	

Professional Development

"Reach Further" 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 Develop and Market online platform to allow live stream Designations and CE courses in a larger capacity.	Professional Development Committee	Quarter 1	
3.1.2 Develop a database library of educational videos for RASM members.	RAJC/GBC/ IT and Professional Development Staff/ Communications	Ongoing	
3.1.3 Implement the leadership mentorship program within the Leadership Institute.	Leadership Institute Committee	Quarter1	
3.1.4 Increase Participation in Leadership Institute.	Leadership Institute Committee	Q1	
3.1.5 Create four panels using local legends or various topics, i.e. top producers and luxury real estate.	Professional Development Committee	Quarterly	
3.1.6 Host Annual Soar Conference & Expo event.	Professional Development Committee	Q4	

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, including CRB for Brokers	Professional Development Staff	Q1 - Q4	
3.2.2 Create Professionalism Educational Series for Members	Professional Development Committee	Q1-Q4 Quarterly	
3.2.3 Create Business Building Educational Series for Members, including Broker level courses.	Professional Development Committee	Monthly	
3.2.4 Offer two newly created local designation courses; waterfront and new construction.	Professional Development Committee	Q1/2 and Q3/4	

Advocacy

Protect and promote the real estate profession and property rights.

Goal: 4.1 - "Reach Further" to 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. & Continue to elevate awareness of the REALTOR® Party as a nonpartisan voice of the real estate industry and profession.	RPAC Fundraising Committee/ Government Affairs Staff	Q1-Q4	
4.1.2 Create programs to put elected officials and policy makers in front of membership.	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	Q1-Q4	
4.1.4 Consumer campaign on what REALTORS® do for the community, ex. How our advocacy efforts benefit the consumer.	Government Affairs & Communications Staff	Quarter 2-3	Move to Public Relations under goal 2.1 look at combining these
4.1.5 Promote annual trips to REALTORS Legislative meetings and GARD.	Government Affairs & Communications Staff	Q1 and Q2	

4.1.6 Utilize member data to better target members for advocacy issues.	Government Affairs & Communications Staff	Q1-Q4	
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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 Develop a RASM local Key Contact Program.	Public Policy Committee	Prior to Quarter 3	
4.2.3 Explore getting more specific district data for each member via RAMCO.	IT, Membership, Communications & staff	Q1-Q4	
4.2.4 Strengthen and expand coalition partnerships that specifically align with REALTOR® core values and priorities.	Government Affairs Director	Q1-Q4	

Professionalism

“Reach Further” to 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 Produce monthly two-minute video to show examples of professional (and unprofessional) conduct*.	Grievance/ Professional Standards/Professi onal Development & Communications Staff	Q2-Q4	
5.1.2 Publish monthly case studies from NAR’s library of professional standards examples.	Grievance/ Professional Standards/Professi onal Standard Administrator &	Q2-Q4	
5.1.3 Produce two live productions of ethics/arbitration (i.e. procuring cause) examples.	RAJC/Grievance Professional Standards	End of Quarter 4	

Goal 5.2 Attain 5% of membership is C2EX endorsements by December 31, 2021

Strategies	Assigned To	Timeline	Budget
5.2.1 Promote Endorsed C2EX members on RASM media channels.	Communications Staff	Ongoing	
5.2.2 Use testimonials, video and ads to promote C2EX to membership.	Communications Staff	Ongoing	Budget for a grand prize to do a grand prize drawing campaign?