

Four Rivers Association of REALTORS®



The Voice of Real Estate in Payette - Washington - Malheur Counties

1509 Caldwell Boulevard, Suite 1226 • Nampa, Idaho 83651
Tel: (208) 467-9534 • Fax: (208) 466-5173 • <http://www.fraor.org>

2019 – 2021 STRATEGIC PLAN

MISSION

Four Rivers Association of REALTORS® (FRAOR) advocates for the real estate industry and private property rights. We promote the professional integrity of our members by providing resources that enable them to deliver superior service to the public and adhere to the REALTOR® Code of Ethics.

ADVOCACY GOAL:

Four Rivers Association of REALTORS® will establish good relationships with government officials and will become a valued voice in their decision-making process.

OBJECTIVE 1: Develop a viable advocacy committee.

Strategies:

- A. Maintain job descriptions for the Chair and committee members, as well as policies regarding the activities of the committee members.
- B. Annually recruit volunteer members to chair and participate in the committee.
 - 1) Work to include members from throughout FRAOR service area.
- C. Engage the Idaho Government Affairs Representative, by 2020, to present an advocacy training session for the Board of Directors and members, to include:
 - 1) How to engage government officials; and,
 - 2) How to elect government officials.

OBJECTIVE 2: Educate, engage and elect local and statewide elected officials who understand and support REALTOR® issues.

Strategies:

- A. Meet with individual candidates running for city and county offices to educate them on REALTOR® issues and garner their support for REALTOR® initiatives.
- B. Provide REALTOR® Political Action Committee (RPAC) funds to those candidates seeking local office, on an ongoing basis, who are sympathetic to REALTOR® issues.
- C. Partner with the Idaho REALTORS® (IR) on statewide races, to interview and provide input to IR RPAC trustees.
- D. Partner with local Chambers and others to co-sponsor and present an annual educational candidate's forum for the elections, for the benefit of the members and the public.
 - 1) Solicit potential business partners and co-sponsors for the event.
 - 2) Apply for NATIONAL ASSOCIATION OF REALTORS® (NAR) grant monies to assist with the sponsorship.
 - 3) Stay involved with city and county elections.
- E. Include public officials in regular updates, as a means of building working relationships, regarding the events of FRAOR members for communities, fundraising, outreach and social events.

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OBJECTIVE 3: Monitor, identify and respond to city and county issues affecting REALTOR® businesses and private property.

Strategies:

- A. Ensure that both FRAOR, paid staff and the Advocacy Committee Chairperson receive monthly agendas from all the county commissions, local municipalities, and planning and zoning commissions.
 - 1) Advocacy Chair and Board of Directors members will assist in identifying issues on the agenda to be monitored.
 - 2) The President will share these first with brokers, then with agents via the web and e-mail
- B. Utilize information gained in monitoring city and county governmental activities as educational information for regular membership meetings.
- C. Regularly request members of FRAOR to engage in the advocacy process.
 - 1) Secure commitments to speak at commission or council meetings when the need arises.

OBJECTIVE 4: Increase RPAC funds raised by Four Rivers Association of REALTORS® over the previous year's raised funds.

Strategies:

- A. Create an RPAC fundraising workgroup as part of FRAOR Advocacy Committee.
 - 1) Include the responsibility to create and implement an annual RPAC fundraising event
- B. Obtain IR, Oregon Association of REALTORS® (OAR), and NAR RPAC educational materials, on an annual basis, to explain the benefits of investment.
 - 1) Include information materials in the annual dues billing process.
 - 2) Deliver information via e-mail to brokerage offices.
 - 3) Deliver information at regular membership meetings.
- C. The RPAC Chairperson to plan and implement one (1) annual RPAC fundraiser event and create sustainable fundraising procedures.
 - 1) Identify and recruit committee members to work with the Chair.
 - 2) Identify sponsors for the event.
- D. Apply for a NAR RPAC fundraising grant to raise RPAC funds.
- E. Include RPAC fundraising efforts in New Membership Orientation materials.
 - 1) Place an emphasis on explaining the value and benefit of investing.

OBJECTIVE 5: Promote the value of NAR, IR, and OAR Calls-to-Action, and increase member participation in the programs

Strategies:

- A. Reinforce member awareness of Calls-to-Action by:
 - 1) E-mailing Calls-to-Action received to all members;
 - 2) Posting Calls-to-Action and links to the REALTOR® Action Center App on FRAOR's web site and Facebook page;
 - 3) Announcing Calls-to-Action at regular membership meetings and weekly tours of homes; and,
 - 4) Include Calls-to-Action information in New Member Orientation materials.
- B. Include a "sign-up drive" for the REALTOR® Action Center App at the January membership meeting each year.
 - 1) Include a brief training or sign-up for the app.
 - 2) Include sign-up instructions for the app with all New Member Orientation materials.
 - 3) Include the value of participation.
 - 4) Hold an incentive drawing (sponsored by affiliate) for everyone who has the app installed on their mobile device.
- C. The Board of Directors will make personal phone calls to encourage owner/brokers to sign up for the REALTOR® Action Center App and participate in the Broker Involvement Program on an annual basis.
 - 1) Include providing testimonials by those currently enrolled.

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CONSUMER ENGAGEMENT/PUBLIC RELATIONS GOAL:

Four Rivers Association of REALTORS® will enhance the reputation of REALTORS® and promote the positive contributions REALTORS® make in improving the viability and quality of life in Payette, Washington and Malheur Counties.

OBJECTIVE 1: Position Four Rivers Association of REALTORS® as the voice for real estate in Payette, Washington and Malheur Counties.

Strategies:

- A. Define and develop a program of providing market statistics and other housing information from Intermountain Multiple Listing Service (IMLS), IR, OAR, and NAR, to the local newspaper “Living in the News”, to FRAOR website, to all Chamber publications within the service area of FRAOR, and to other identified communication channels in the service area on a monthly basis.
 - 1) Include a press release by the current year’s Board or President providing context for the published data.
- B. Ensure that brokers receive all market statistics the day before they are released to the press, to ensure the brokers have time to evaluate them before they are made public.
- C. Identify and foster good working relationships with appropriate media contacts to position FRAOR as the “go to” voice for real estate issues.
- D. Apply for an IR Consumer Engagement grant to create a “Value of Using a REALTOR®” program including:
 - 1) Newspaper ads; and,
 - 2) Publication on FRAOR website.
- E. Create a “Why use a REALTOR®” video for use on FRAOR website, social media channels and for distribution to the owner/brokers and members.

OBJECTIVE 2: Demonstrate community engagement through advocacy efforts

Strategies:

- A. Each year deliver a NAR Fair Housing class by utilizing a NAR grant.
 - 1) Invite local government officials to participate as part of fulfilling their public requirements.
- B. Regularly monitor the activities of mineral rights groups working on clarifying and promoting transfer of rights to individuals.
 - 1) Participate in the IR Mineral Rights Task Force to share all information learned to help shape the mineral rights position for IR.
- C. Investigate partnering with IR to create a FAQ and resource page on mineral rights on FRAOR website, to benefit both members and the public.
 - 1) Include information from the Department of Water Resources, the Department of State Lands, and other resources.

OBJECTIVE 3: Enhance the reputation of Four Rivers Association of REALTORS® and increase the public’s appreciation of REALTOR® engagement in community activities.

Strategies:

- A. Improve the working relationship with the Financial Peace University to benefit the community by:
 - 1) Creating a promotional program to advertise, encourage participation, and promote REALTORS®;
 - 2) Partner with the group to deliver the program in Spanish; and,
 - 3) Invite elected officials to participate in the program.

OBJECTIVE 4: Promote the REALTOR® brand and increase the public’s appreciation and respect for Four Rivers Association of REALTORS® investment in community activities.

Strategies:

- A. Enhance the annual scholarship program by:
 - 1) Partnering with local businesses to assist in fundraising activities;

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- 2) Develop a detailed public relations campaign to promote REALTOR® involvement;
 - 3) Invite scholarship recipients to attend the May membership meeting to be recognized and to share their plans for school; and,
 - 4) Engage a local elected official in the fundraiser and student recognition event.
- B. Sustain, as an ongoing annual event, the Rose Advocates fundraiser.
- 1) Recruit volunteers to assist in preparation and promotion of the event from throughout the areas served by FRAOR.
- C. Each year develop and implement a sustainable fundraising program for regular investment in other community charity programs.
- 1) Include a detailed public relations campaign to promote members and advertise the event.
- D. Identify an appropriate project in FRAOR service area, and apply for a NAR Place Making Micro-grant.
- 1) Include appropriate promotion of the event in the application for the grant, and in the implementation of the project.

EDUCATIONAL GOAL:

Four Rivers Association of REALTORS® members will value and regularly participate in the high-quality, moderately priced real estate classes provided by Four Rivers Association of REALTORS®.

OBJECTIVE 1: Provide enough real estate coursework over two years to both meet members' business needs and fulfill many of their continuing education (CE) requirements.

Strategies:

- A. Deliver regular Idaho Real Estate Commission (IREC) approved CE classes each year.
 - 1) Utilize IREC approved instructors.
- B. Deliver CORE classes on an annual basis.
- C. Deliver Code of Ethics and Fair Housing classes on a rotating annual basis.
- D. Provide classes to the members of FRAOR at a reasonable cost.
 - 1) Encourage affiliate sponsorship.
 - 2) Coordinate breakouts.
 - 3) Schedule luncheons.
- E. Include non-CE educational sessions on a regular basis, as part of the regular member meetings to share information and promote local expertise.

PROFESSIONAL STANDARDS GOAL:

Four Rivers Association of REALTORS® will strengthen and expand its Code of Ethics education, compliance and enforcement process.

OBJECTIVE 1: Provide greater Code of Ethics enforcement for members and the public.

Strategies:

- A. Renew the partnership agreements with the Caldwell Board of REALTORS®, Nampa Association of REALTORS®, and Idaho REALTORS® to provide Code of Ethics, arbitration, mediation, and Ombudsman enforcement.
- B. Evaluate the impact of the NAR "Fast Track" and Citation programs.
 - 1) Consult with the IR about whether these services are to be provided to the members of FRAOR.
- C. Ensure that one or more members of FRAOR volunteer for the State Grievance and Hearings Panel.
 - 1) The volunteering member shall receive Professional Standards training at least once every two years.

OBJECTIVE 2: Ensure that members of Four Rivers Association of REALTORS® have access to the NAR Mandated Code of Ethics training, as well as the Code of Excellence training.

Strategies:

- A. Partner with the Caldwell Board of REALTORS® and Nampa Association of REALTORS® to provide live Code of Ethics training as part of New Member Orientation.
- B. Post direct links from FRAOR website to NAR online training tools for the Code of Ethics and, when available, for the Code of Excellence.
- C. Provide live Code of Ethics training as part of the education program at least once every two years.
- D. Provide live Code of Excellence training, when available, as part of the education program at least once every two years.
- E. Obtain a list of Association members each year, who has not completed the bi-annual Code of Ethics training.
 - 1) Use this list to target marketing for filling the live class.

OPERATIONS GOAL:

Four Rivers Association of REALTORS® will stabilize Association operations and finances through adoption of proper operation policies, the streamlining of services and operations, and improved oversight.

OBJECTIVE 1: Improve the stability and oversight of Four Rivers Association of REALTORS® finances.

Strategies:

- A. Obtain, review and adopt financial oversight policies to be reviewed each year.
 - 1) Include in the policy review adoption of appropriate operating reserves policies.
- B. Identify and maintain an appropriate financial professional to deliver an annual tax return and audit report of FRAOR finances.
 - 1) Not later than May 30 of each year.
 - 2) Include the cost for these professional fees in the annual budget.
- C. Create an annual budget with a sustainable dues model to fund FRAOR's activities without use of existing reserves.
 - 1) If this cannot be accomplished, consider raising dues to meet the shortfall.

OBJECTIVE 2: Improve the operational viability of Four Rivers Association of REALTORS®.

Strategies:

- A. Provide updates and requests for participation to members of any NAR, IR, OAR and FRAOR services.
- B. Ensure that FRAOR has service available from a competent attorney on an "as needed" basis.
 - 1) Provide this information to contract staff for Core Standard compliance.
- C. Review and update the By-Laws and Policies on an ongoing basis, in conformance with NAR requirements and best practices operations.
- D. Review, update and adopt the Strategic Plan no later than the end of the first quarter of the year due.

OBJECTIVE 3: Maintain a website for Four Rivers Association of REALTORS® that complies with NAR Core Standard requirements and that provides excellent member and consumer communication tools.

Strategies:

- A. Maintain a website for FRAOR, with links to NAR, IR, OAR and the Professional Standard Enforcement process.
 - 1) The website must comply with the NAR Core Standards requirements.
- B. Maintain a specific e-mail account for FRAOR.
 - 1) The President and staff must have access to this account; and,
 - 2) Use this account to manage communications to and from the members.
- C. Evaluate other REALTOR® Association sites, on an ongoing basis, for idea and best practices in consumer and member communications.
- D. Include hosting fees, domain name fees and website related expenses in the annual budget.




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- 1) Update budget annually to reflect current costs.
- E. Monitor and update sites as needed to provide both public-specific and member-specific information and services.
 - 1) The public portion of the site should be in a viable consumer outreach platform, promoting FRAOR activities; and,
 - 2) Provide links to NAR tools such as “House Logic” and “Radio Today” programs.
- F. Maintain social media links and video to www.fraor.org website.
- G. Create and maintain a Facebook page for FRAOR.

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 Four Rivers Association of REALTORS®. It will be reviewed annually by the Board of Directors and submitted to the NAR for approval.

Board of Directors approval:

 <i>Greg Henning</i> <small>5/17/2019 2:47:17 PM MDT</small>	05/17/2019	 <i>Rod Panike</i> <small>5/17/2019 3:40:14 PM MDT</small>	05/17/2019
Greg Henning President	Date	Rod Panike President-Elect	Date
<hr/>			
 <i>Chris Mooney</i> <small>5/17/2019 4:59:49 PM MDT</small>	05/17/2019		
Chris Mooney Association Executive	Date		