



**NORTHERN WASATCH ASSOCIATION OF REALTORS®
BUSINESS/STRATEGIC PLAN
October 2011 revision**

MISSION STATEMENT

The mission of the Northern Wasatch Association of REALTORS® is to serve its members by providing and promoting educational, business planning, governmental advocacy, and other appropriate/relevant programs and services to enhance members' freedom and ability to successfully and competently conduct their individual business in a manner consistent with the Code of Ethics and Fair Housing practices. Through collective action the Northern Wasatch Association of REALTORS® promotes the enhancement and preservation of the right to own, transfer, and use real property.

The following Primary Goals reflect the vision and core values of the Northern Wasatch Association of REALTORS®

PRIMARY GOALS

- I. Operate the Association in a manner that provides cohesive, responsive, transparent and fiscally sound organization for the benefit of the REALTOR® members.**
- II. Promote and support through collective action a favorable legislative, political, and regulatory environment at the local level.**
- III. Provide timely information and quality, cost effective education products and services to increase the members' knowledge, skills, productivity, profitability, and professionalism.**
- IV. Ensure the highest level of ethical and fair business practices in a manner consistent with the Code of Ethics, fair Business practices, and Fair Housing practices.**
- V. Effectively communicate on a regular basis the mission and vision of the Northern Wasatch Association of REALTORS® to the members and the general public.**
- VI. Promote the Association and its members' to the public as the professional organization and community resource for information and expertise concerning real estate, and to be recognized as the "Voice for Real Estate." Enhancing the positive perception and public awareness of REALTORS® and the value and benefit of their services.**

STATEMENT OF STRATEGIC ACTIONS REGARDING THE ACCOMPLISHMENT OF PRIMARY GOALS

Primary Goal I. Operate the Association in a manner that provides a cohesive, responsive, transparent and fiscally sound organization for the benefit of the REALTOR® members.

A. Strategic Action: Create a fiscally sound annual budget that will facilitate the satisfaction of the primary goals set forth in the Business/Strategic Plan. In order to accomplish this, the Budget and Finance Committee, in building the proposed budget shall consider: (1) Each of the budget requests submitted by the committees; (2) The budget for at least the preceding two years; and (3) The following areas of priority. (These priorities are set forth in no particular order, and it is contemplated that they may be changed as the Business/Strategic Planning Committee reviews them on an annual basis).

1. Government Advocacy

Coordinate and communicate any government or regulatory issues or policies that affect the real estate profession in order to help achieve the Vision and Mission of the Association.

Government Affairs/ RPAC Committee

2. REALTOR® Image

Publicize and promote to our members and the public the value of a REALTOR®

Public Relations Committee

Community Housing Committee

3. Professional Development

Coordinate the professional development for all members through communications, education, and Association opportunities.

Education Committee

Awards Committee

New Member Task Force

Young Professionals Network (YPN)

4. Governance

Administer and operate the Association as a responsive and fiscally stable organization according to the annual business plan.

Board of Directors/Executive Committee
Budget and Finance Committee
NWAOR Business/Strategic Plan Committee
Nominating/Elections Committee

5. Information Services

Communicate to and between our members and public through the latest technology and other vehicles.

Education Committee

6. Risk Management

Maintain the highest level of professionalism and education to the members by embracing and the enforcement of the Code of Ethics and Fair Housing.

Regional Professional Standards Committee

Regional Grievance Committee

Fair Housing Committee

7. Professional Networking

Executive Committee

Affiliate Committee

New Agent Networking

B. To ensure financial security, NWAOR will work towards eliminating debt, as well as, achieving and maintaining a cash/investment reserve equal to a minimum of twelve (12) months operating capital, and a minimum cash/investment reserve in an amount that will enable NWAOR to pay off all debts at any time.

C. Enhance the position and public awareness of REALTOR® involvement and the benefits of their services.

Primary Goal II. Promote and support through collective action a favorable legislative, political, and regulatory environment at the local and state level.

A. Strategic Action: Exceed all National, State and local RPAC Goals. All Officers and Directors to contribute a minimum of \$500 to RPAC and will strive to become a Sterling R contributor each year.

B. Strategic Action: Maintain and enhance the liaison relationship with UAR and NAR.

- C. Strategic Action: Maintain an active involvement in state and local governments to lobby for or against relevant issues, which issues shall include but not be limited to: affordable housing, imminent domain, land use, small businesses, economic development, property rights, impact fees, property taxes, personal services tax, real estate transfer tax and mortgage interest deduction.
- D. Strategic Action: Build key strategic relationships with governmental officials and other entities, associations, companies, coalitions, and groups.
- E. Strategic Action: Disseminate information to association members regarding government affairs efforts.

Primary Goal III. Provide timely information and quality, cost effective education, products and services to increase the members' knowledge, skills, productivity, profitability, and professionalism.

- A. Strategic Action: Approximately six (6) months prior to taking office the President-Elect shall begin the process of performing an annual needs assessment to use as a basis for establishing future member services, and setting goals for the following year.
- B. Strategic Action: Review of the Business/Strategic Plan each year by the President-Elect and CEO to determine the goals for the coming year and what groups need to be established to complete these goals.

Primary Goal IV. Ensure the highest level of ethical and fair business practices in a manner consistent with the Code of Ethics and Fair Housing practices.

- A. Strategic Action: Develop training on the Code of Ethics and professional courtesies and require or encourage all members to attend.
- B. Strategic Action: Develop an education program that satisfies the new member education requirements established by the Utah Division of Real Estate.

Primary Goal V. Effectively communicate on a regular basis the mission and vision of the Northern Wasatch Association of REALTORS® to the members and the general public.

- A. Strategic Action: Continually circulate written information on benefits of membership.
- B. Strategic Action: Instruct new REALTORS® on member benefits, as part of orientation.
- C. Strategic Action: Visit office meetings on a regular bases to discuss member benefits and the mission and vision of the Association.

Primary Goal VI. Promote the Association and its members to the public as the professional organization and community resource for information and expertise concerning real estate, and to be recognized as the “Voice for Real Estate.” Enhancing the positive perception and public awareness of REALTORS® and the value and benefit of their services.

- A. Strategic Action: Promote a positive REALTOR® image by providing relevant information to the Standard Examiner and other media outlets.
- B. Strategic Action: Promote a positive REALTOR® image by building key strategic alliances with organizations such as: Ogden/Weber, Davis & Morgan Chambers of Commerce, Weber State University, Applied Technology College/Davis Applied Technology College, Standard Examiner, Home-Builders Association, League of Cities and Towns, local & State governmental entities, Associated General Contractors, Utah Land-Title Association, Mortgage/Lenders Associations, Utah Apartment Association, Appraisers Association, and all Commercial Real-Estate organizations.
- C. Create a multi-year Public Relations Marketing plan in order to assure longevity, cohesiveness and consistency from year to year with NWAOR’S Public Relations efforts.