



Strategic Plan 2020

Our Vision
We envision every REALTOR® to be highly skilled and ethical in the delivery of service to all real estate consumers.

Our Mission
To work in cooperation with MAAR Members to create a favorable environment for real estate commerce through legislative advocacy, standards enforcement, database management, communications and professional development.

Advocate

MAAR and our members are the voice for a strong economy and healthy real estate industry.

- Commitment to private property rights and home ownership issues.
- The Association and our members are sought after subject matter experts.
- Support a strong market by engaging in Memphis area economic development issues.
- Increase RPAC participation rates.

Educate

Provide opportunities that enhance the professionalism and success of our members.

- Re-launch the Rookie Resource Program for new agents.
- Explore new delivery options such as evening classes, live stream and classes in all counties.
- Consider offering discounted designation courses and more scholarships
- Promote and encourage C2EX.

Engage

Connect with Brokers, find new communication channels, and create meaningful networking opportunities.

- Broker outreach activities and communication.
- New member drip campaign; communications audit and focus group; weekly bullet point video.
- Reinstigate the Ambassador program.
- BOD Road Show; Town Halls in all counties.

Collaborate

Build strategic partnerships and foster relationships in the community, industry groups and other REALTOR® Associations.

- Joint ventures and events with surrounding REALTOR® Associations.
- Continue to support our Chapters.
- Weave Commercial into everything we do.
- Continue to build relationships in the community with Youth Villages, CDCs, Chamber, Homebuilders, MBA, ULI.

Embrace

Continue our culture and environment that is inclusive, inviting and reflective of the membership.

- Holistic approach to making members from all walks of life feel they have a place at MAAR.
- ADA compliant website and subtitles for all videos.
- Education and Events focused on Diversity & Inclusion.
- Staff education and culture to practice inclusion.

Lead

Cultivate new leaders, create a vision for the future of our MLS and MAARdata and governance best practices.

- Focus on identifying and grooming new leaders.
- Plan a 3-5 year vision for our MLS and MAARdata. Better promote MAARdata.
- Audit policies and procedures and remove any from Bylaws.



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Advocate

MAAR and our members are the voice for a strong economy and healthy real estate industry.

Goals

- Commitment to private property rights and home ownership issues.
- The Association and our members are sought after subject matter experts.
- Support a strong market by engaging in Memphis area economic development issues.
- Increase RPAC participation rates.

Action Items

- REALTOR® Day at Memphis City Council and in the other MAAR counties similar to Day on the Hill.
- Videos about Day on the Hill, the issues, where RPAC money goes, and how candidates are selected for MAAR's support.
- Increase RPAC participation from Commercial and Affiliate members. Get Affiliates involved to court other Affiliates like they did with YPN Loves RPAC.
- Monitor legislation and conduct candidate interviews in the other counties besides Shelby when applicable.
- Promote the Broker Involvement Program.
- Ensure the Memphis Chamber of Commerce is receiving our stats and any NAR reports on a regular basis.
- Ensure elected officials are receiving our stats, NAR reports, RPR reports and NAR's *On Common Ground* on a regular basis.
- Goal of 100% RPAC participation from Board of Directors, Commercial Council Board of Directors, Affiliate Council and committee members.
- Continue the 100% office RPAC participation challenge.
- Seek out and apply for NAR grants and RPAC grants and foster relationships with the NAR staff who manage them.
- Continue positive relationship with Tennessee REALTORS® Governmental Affairs staff.



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Goals

- Re-launch the Rookie Resource Program for new agents.
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- Consider offering discounted designation courses and more scholarships
- Promote and encourage C2EX.

Action Items

- Bring in a variety of local and out of town instructors.
- Explore offering evening classes, off-site classes, classes in all MAAR counties, and additional delivery such as webinar and live stream.
- Re-launch the Rookie Resource program for new agents (2-3 years in the business) that would include free courses on things like Contracts 101, wire fraud and safety.
- Consider offering designation courses at a discount when feasible.
- Increase the number of scholarships awarded and present them at a class, Honors & Awards luncheon or announce via video. Consider offering them more than once a year.
- Encourage agents to take the Broker course and provide training.
- Promote and encourage members to become C2EX certified through NAR.
- Learn about the different communities and counties in the MAAR footprint. More education like the RRC Urban to Suburban program.



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Action Items

- Broker roundtables, idea exchange and MAAR update; align with NAR and TR topics/issues.
- Revamp DR Orientation and provide a Broker Resources page on maar.org.
- Get Broker newsletter up and running again.
- Ask Brokers to identify who the future leaders in their office are, and challenge them to nominate their agents for awards.
- New member email drip campaign with helpful tips after they join.
- Communications audit to determine where we are and where we need to stop or start doing something different. Hold a communications focus group with members to determine their needs and what communication is important to them and when.
- Explore other communication channels such as text, video and Facebook Live.
- Create a weekly video from leadership with bullet points about MAAR updates.
- Reinstigate the Ambassador program to talk to members from various offices about MAAR updates and ask them to take it back to their office.
- Board of Directors or task force Road Show to meet with especially the smaller brokerages. Hold Town Halls in all of the counties in our footprint. Take the message to them instead of asking them to come to MAAR.
- Look at adding another membership event or luncheon in April.
- Speed dating with commercial and residential.
- Social options with no alcohol or alcohol not being the focus, as well as options that are during the day versus at night.
- More regular recognition throughout the year instead of only at Honors & Awards Luncheon.
- Videos to explain the committees and time commitment involved, as updates throughout the year on what they're working on.



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- Joint ventures and events with surrounding REALTOR® Associations.
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Action Items

- Build relationships and seek out joint ventures with surrounding REALTOR® Associations in TN, MS and AR.
- Continue to support our chapters and work with them to coordinate calendars and combine events when possible.
- Encourage members to get involved at TR and NAR through committees, conferences, leadership programs and the Good Neighbor Award.
- Weave Commercial into everything we do and keep them top of mind.
- Continue to build relationships with our community partners such as Youth Villages, CDCs, Memphis Chamber of Commerce, Homebuilders, MBA, ULI.
- Quarterly bus tour of CDC meetings through our Community Development Committee.
- Don't just give money – lend our people power and expertise to the community and the consumer.
- Participate in a Clean Memphis event to reduce blight.
- Get a member involved in the Chamber of Commerce in other counties in our footprint besides only Shelby.
- Continue work on the Memphis Affordable Housing Trust Fund and Fair Housing Coalition.
- Consumer outreach by hosting a table at a community event to educate people about the home buying and selling process.



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- Holistic approach to making members from all walks of life feel they have a place at MAAR.
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Action Items

- How do we get more diverse and different people involved?
- Continue to include questions about diversity and inclusion in GAC candidate interviews.
- All committees are responsible for ensuring members from all walks of life feel they have a place and are included at MAAR.
- The real estate industry itself is diverse in what members practice.
- Always use a lens of inclusivity in everything we do.



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Action Items

- Ask Brokers, office admins, Committee Chairs and Ambassadors to help identify future leaders.
- Allow members to express interest in committees year round then place them as an Ambassador or on a committee when the appointments are made in November.
- Expertise profiles for committee sign-ups.
- More visibility of the committee sign-up process.
- Put an application process in place for Committee Chairs.
- Need more diverse involvement; new and different people involved, and members from our entire footprint involved.
- Promote MAARdata more to members and that it is our homegrown product.
- More recognition for Appraisers who contribute to MAARdata. Get more Appraisers to contribute.
- Annual harassment training for staff and volunteer leadership.
- Look at our Awards selection procedures and consider quarterly recognition.