

# Outer Banks Association of REALTORS® 2019 Strategic Plan

*To Enhance Public Relations and Deliver Member Value*

## GOALS

### ADVOCACY

Be the leading advocate for property managers, sales gents & property owners.

### PROFESSIONAL DEVELOPMENT

Provide superior value based upon high-quality education.

### COMMUNITY OUTREACH

Enhance REALTOR® value and visibility through consumer engagement.

### MEMBER VALUE

Demonstrate membership value through relevant services, programs and Professional Standards.

EACH COMMITTEE, THE LEADERSHIP, AND STAFF ARE CHARGED TO:

- 1) MAKE PLANS FOR EACH OF THE 3 PRIORITY AREAS BELOW; AND,
- 2) SHARE THOSE PLANS AND PROGRESS QUARTERLY WITH THE BOARD.

### PUBLIC RELATIONS

- Articulate the Value of Working with a REALTOR®
  - Promote the Value of a Professional REALTOR® Property Manager
  - Highlight Issues of Public Interest (Insurance, Regulations, etc.)
  - Publicize our Community Involvement (Fundraisers, Good Neighbors)
  - Develop Content for First-Time Second Homebuyers and First-Time Outer Banks Homebuyers, including the “Ask a REALTOR®” feature
  - Build up our Public Facing MLS site
  - Work with community organizations on issues of mutual concern
- Channels include: Video, Press Releases, Articles, Social Media, etc.

### MEMBER COMMUNICATIONS

- Feature the Value of Designations & Professional Development
- Translate statistics and insights into Infographics
- Engage BICs, Owners, and Managers one-on-one
- Target Outreach Program for disengaged members
- Cultivate Virtual Meetings (Conference Calls & Online)
- Reboot the OBAR brand to boost member engagement

Channels include: Video, Email, Website, Paragon, Office Visits, Post Cards, Mailings, Meetings, etc.

### EVENTS

- Venture to diverse locations, provide more opportunities at varied times, and schedule events to complement each other
  - Foster Mentorship Opportunities, both Classroom and Social
  - Stage Technology Forums for both Beginners & Advanced
- Channels include: Education Classes, Meetings, Hot Topics, Webinars, Videos, Trainings, Articles, etc.

