

STRATEGIC PLAN
FOR THE
MATAGORDA COUNTY BOARD OF REALTORS®

The Matagorda County Board of REALTORS® exists today to serve the membership with education, professional competence, public awareness, political involvement and social activities. The goal is to serve the Community through our members.

I. MEMBERSHIP INVOLVEMENT

1. Promote and seek scholarships for recognized future leaders to participate in the NAR REALTOR® Leadership Program (RLP) or for a more advanced candidate, the TAR Texas REALTOR® Leadership Program as they become available in larger REALTOR® associations.
2. Promote and provide Core and MCE classes for membership using emerging technology of "Distance Learning".
3. Recognize members for achievements and publish on media sites and local newspapers.
4. Partner with other organizations to provide quality speakers on important and timely topics such as the Real Estate Center at Texas A & M University and the Texas Real Estate Commission.
5. Create a Board Facebook Page (private and open to public).
6. Advertise the Board's achievements.

II. ADVOCACY

OBJECTIVE: To encourage all members to actively participate in Political Advocacy programs with the Board.

1. The board will include in their annual dues statement a voluntary contribution to TREPAC and RPAC in the amount recommended by TREPAC each year.
2. The board shall make every effort through billing and fundraising projects throughout the year to reach the goal set by TREPAC each year.
3. The board will promote political action activities with a separate communication in the annual dues statement, communications to new members, information on social media, the board's website and general publications to the members (as applicable).
4. All Calls for Action from NAR and TAR will be published to the membership through direct email, notification on the board's Facebook page, the board's website and other social media.
5. The board will support the REALTOR® Party's "Vote – Act – Invest" goals by conducting at least 2 activities in each goal.
 - A. "Vote" activities may include, but not limited to:
 - a. Conducting candidate interview
 - b. Conducting "Get out to Vote" program
 - c. Become a Voter Registrar
 - d. Participate in a local Independent Expenditure Campaign

- e. Participate in a local Issues Mobilization campaign
- B. “Act” activities may include, but not limited to:
 - a. Promote Broker Involvement Program
 - b. Host town hall or forum to address real estate issues
 - c. Distribute “*On Common Ground*” to public officials
 - d. Participate in community planning
 - e. Host lobby day at local and/or state government offices
 - f. Encourage sign up for REALTOR® Party Mobile alert
- C. “Invest” activities may include, but not limited to:
 - a. Conduct phone bank
 - b. Conduct TREPAC fundraiser
 - c. Distribute brochures to promote PAC to members
 - d. Provide PAC presentation during general membership meeting
 - e. Distribute “*TREPAC for the Busy Broker*”

III. **CONSUMER OUTREACH:**

OBJECTIVE: To participate in a minimum of four meaningful consumer outreach activities annually.

- A. The board to conduct 2 activities demonstrating how the board is the “Voice for Real Estate” in the community.
 - 1. Activities may include, but are not limited to:
 - a. Promotion of market stats and/or trends and issues through President Columns or press releases or other events.
 - b. Use social media to share real estate data or retweet post from NAR Media or NAR Research Twitter account.
- B. The board to conduct at least 2 activities demonstrating the board’s involvement and/or investment in the community.
 - 1. Activities may include, but not limited to:
 - a. Stories (press releases, social media) explaining the value of a REALTOR® to home buyers and/or sellers
 - b. Participate in small business fairs
 - c. Promote open house weekend
 - d. Sponsor vacant commercial property tour or commercial development
 - e. Partner with chamber of commerce to education consumers on local real estate market and opportunities
 - f. Sponsor event that explains benefits of homeownership
 - g. Sponsor event for high school graduates to consider real estate as a profession
 - h. Participate in Habitat for Humanity build
 - i. Participate in community fundraiser drive or event
 - j. Organize fundraiser activity to benefit a community organization.

- C. The board to conduct at least 2 activities demonstrating the board's involvement and/or investment in the community regarding Diversity, Equity, Inclusion and Fair Housing
 - 1. Activities may include, but not limited to:
 - a. Complete the course, At Home With Diversity, offered through NAR
 - b. Partner with chamber of commerce to education consumers on local real estate market and opportunities
 - c. Use social media to share fair housing information, stats and resources.
 - d. Sponsor event that explains benefits of homeownership
 - e. Participate in community fundraiser drive or event
 - f. Organize fundraiser activity to benefit a community organization.

IV. GOVERNING DOCUMENTS:

Through an agreement with the Texas Association of REALTOR[®], the Matagorda County Board of REALTORS[®] will adopt policies that:

- 1. Ensure Board Bylaws, MLS Rules and Regulations are approved annually by NAR.
- 2. Elections and membership/business meetings are conducted in accordance with Bylaws.
- 3. Assure Membership is made available to all licensees on reasonable and nondiscriminatory terms.
- 4. The Matagorda County Board of REALTORS[®] shall adopt and maintain policies and procedures that conform to all local, state and federal laws.
- 5. The Matagorda County Board of REALTORS[®] will adopt a Strategic Plan which will be adopted and submitted annually.
- 6. The Matagorda County Board of REALTORS[®] will promote to its members the importance of participating in NAR-conducted efforts to assess member understanding of the overall value provided by the association at all three levels of the REALTOR organization.
- 7. The Matagorda County Board of REALTORS will fulfill all duties not provided in the Multi-Board Management Agreement with the Texas Association of REALTORS[®].

V. LEGAL STATUS:

- 1. The Matagorda County Board of REALTORS[®] will hire an outside legal counsel and maintain a working relationship on an hourly fee basis for matters that are not provided in the Multi-Board Management Agreement with the Texas Association of REALTORS[®].
- 2. Provide the National Association of REALTORS[®] and the Texas Association of REALTORS[®] the name of the attorney on an annual basis.

VI. FINANCIAL

- 1. Hire a CPA firm to submit a compilation report to review the finances of the Matagorda County Board of REALTORS[®].
- 2. Provide the National Association of REALTORS[®] and the Texas Association of REALTORS[®] the name and a copy of the compilation report.

VII. CODE OF ETHICS

OBJECTIVE: Assure the membership has Code of Ethics training on a continuing basis, has a viable process to enforce the Code of Ethics and assure mediation services are available to the membership.

1. Through an agreement with the Texas Association of REALTORS®, the Matagorda County Board of REALTORS® will adopt policies that:
 - a. The Matagorda County Board of REALTORS® will conduct Code of Ethics training for each member.
 - b. Administers professional standards enforcement
 - c. Offers Ombudsman services, free of charge

VIII. TECHNOLOGY

OBJECTIVE: Strive to maintain up to date sources of technology available to service and communicate to membership.

SPECIFICALLY:

1. Enforce and enhance the quality of the data in the MLS.
2. Promote the usage of REALTOR.com
3. Educate membership of the advantages and uses of RPR.
4. Utilize an email and/or internet-based means for member communications.

Strategic Plan Certification

The Matagorda County Board of REALTORS® Strategic Plan includes Advocacy and Consumer Outreach components and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors for Approval.

Board of Directors Approval – 2021