

South Dakota Association of REALTORS
Strategic Plan (Draft)
November 25, 2008

Mission

As the voice for real estate, the South Dakota Association of REALTORS® serves its local associations and boards by providing timely information; quality education; political advocacy and promoting the REALTOR® image and Code of Ethics.

Goal 1: Improve communication to our members and our local associations

Strategy A: Increase member use of the SDAR website and provide easier access.

Strategy B: Create a member only blog to discuss current issues.

Strategy C: Employ the “Get Active” software to communicate key issues to the members. Personalize communications whenever possible.

Strategy D: Create a pod cast following every Board of Directors meeting allowing the President to highlight the issues discussed at the meeting.

Strategy E: Investigate communicating key issues to be discussed by the Board of Directors through a member podcast two weeks prior to the Board meeting.

Strategy F: Explore the possibility of creating an “On-line or Electronic” membership category for REALTORS who agree to communicate with the association electronically, pay dues on-line and register for convention and education courses at the SDAR website. Pass along these savings by offering them a discounted annual dues rate.

Strategy G: Electronically track how each of our new on-line technologies are being used.

Strategy H: Consider the use of streaming video to ensure that more members have access to major association events.

Strategy I: Use teleconferencing resources for meetings when practical.

Goal 2: Encourage more members to participate in SDAR meetings and committees

Strategy A: Utilize the resources we develop through our new communications strategies to generate member interest.

Strategy B: Encourage greater participation by personally inviting new members to attend SDAR meetings and functions.

Strategy C: Expand our state leadership training program so that it can be delivered regionally throughout the state.

Strategy D: Rotate one of the meetings of the Board of Directors to another region of the state, encourage local board sponsorship and invite local REALTORS to attend and observe.

Strategy E: Reevaluate the annual joint REALTOR Convention in order to determine SDAR’s ability to instead hold the annual

convention in South Dakota in partnership with a local sponsoring association.

Strategy F: Evaluate our recognition program to ensure that we are providing adequate recognition to members who serve SDAR.

Strategy G: Investigate the establishment of a South Dakota REALTOR Honor Society available to all members.

Goal 3 (tie): Better coordinate educational efforts statewide

Strategy A: Create an on line calendar of all educational programs and post it on the website. Allow local representatives of the Education Committee to post updates to the statewide calendar as they occur at the local level.

Strategy B: When possible ensure that the members appointed to the State Educational Committee are active in local educational efforts.

Strategy C: Explore technologies that allow SDAR to offer interactive courses on line.

Strategy D: Offer available REALTOR designation classes on-line.

Strategy E: Partner with local associations and offer them an incentive to market the courses we offer.

Goal 3 (tie): Facilitate a statewide dialogue to explain the pros and cons of creating either a “Statewide Data Sharing Program” or a “Statewide MLS”.

Strategy A: Form an ad hoc committee and ensure that all MLSs are represented.

Strategy B: Solicit the support of our brokers who are currently Participants in multiple MLSs.

Strategy C: Provide members with knowledge regarding the efforts being made nationally to share data, the design of these programs and their level of participation.

Goal 5: Become the source of the most accurate housing data statewide

Strategy A: Solicit the participation of each of our local MLSs.

Strategy B: Ask the “Statewide Housing Data Committee to create a list of the housing data we wish to report and solicit this data from the local MLSs on a quarterly basis at a time certain.

Strategy C: Schedule a quarterly press conference hosted by the President at the SDAR office and invite the business media of every newspaper, radio, TV station and housing publication.

Strategy D: Promote the value of positive media to the membership.

Goal 6: Reestablish our national dominance in RPAC fundraising

Strategy A: Create a member awareness campaign to re-educate the members regarding the value of supporting RPAC.

Strategy B: Place greater emphasis on increasing our base of RPAC donors.

Strategy C: Develop a campaign at each local board that will produce contributions earlier in the year.

Strategy D: Share with the members specific examples of RPAC successes. Record and distribute this information on CDs, through video links and at the SDAR Website.

Strategy E: Invite State Legislators to explain to the members the importance of receiving RPAC contributions.

Strategy F: Reevaluate our “Contributors’ Recognition Program”.

Strategy G: Develop a consistent method statewide of raising RPAC funds. Involve the brokers in supporting this effort.

Goal 7: Address the future financial needs of the association

Strategy A: Increase our financial reserves to the required 40% to 50% of our annual operating budget.

Strategy B: Ensure that the Convention Committee retains profitability if the decision is made to host the annual convention within the state.

Strategy C: Explore new sources of non dues revenue.