



2017-18 Strategic Plan

Adopted February 2, 2017

Vision Statement

Vermont Realtors® is the trusted voice for the real estate industry and an effective public policy advocate for its members, their businesses and the consumers they serve.

Mission Statement

The mission of Vermont Realtors® is to serve its members by providing resources that help them deliver real estate services in an ethical and professional manner; and to advocate for the rights of property owners in Vermont.

1. **Advocacy**

a. Vote

- i. Increase voter participation among our members.
 - a. Identify, contact and educate unregistered voters.
 - b. Educate and encourage our members & the public to vote for Realtor® Party candidates.
- ii. Create and adopt a process for candidate support and/or endorsement.

b. Act

- i. Increase participation rate in “Call for Action” to 30%.
- ii. Increase Realtor® Party App downloads/activate to 500 members.
- iii. Increase participation in Broker Involvement Program.

c. Invest

- i. RPAC participation rate in excess of 70%.
- ii. Increase annually the number of Major Investors and President’s Circle members.

2. Consumer Outreach (each item to be accomplished each year)

- a. Consumer Outreach Committee will establish a plan to educate consumers on the distinctions between Realtors[®] and non-Realtors[®].
- b. Organize one charitable event. Task Consumer Outreach Committee to plan this event.
- c. Utilize a NAR Grant to enhance VR's public image.
- d. Distribute VR's Market statistics via media outlets available to VR (Social media, website, press releases, local news).

3. Inform the Membership on the Value of Vermont Realtors[®] as an industry leader

- a. Engage the membership with more personal and up close delivery methods.
 - i. Create and deliver regular, short videos to the membership.
 - ii. Offer videoconference access between VR and local boards/brokerages.
 - iii. Utilize a texting platform to message members.
- b. Seek out new leaders from among the VR Membership.
 - i. Increase awareness of the NAR Midyear Meeting in Washington DC.
 - ii. Create a member awareness campaign regarding Leadership opportunities within VR.
 - iii. Encourage VR Leaders to cultivate at least one potential future leader.
- c. Seek additional avenues for collaboration with the REC.
 - i. REC Liaison Committee to meet regularly outside of the VREC.
 - ii. VR will go on the public record regularly at the VREC.

4. Vermont Real Estate Publishing

- a. Expand the subscription base by seeking new subscribers.
- b. Create an incentive for members to give subscription as a gift.
- c. Create a paid advertising platform for Members and Affiliates.