

Orleans County Board of REALTORS®

2015 Strategic Plan

December 5, 2014

Mission

The Orleans County Board of REALTORS® (OCBR) encourages professionalism, co-operation, and ethical real estate practices while promoting a positive REALTOR® image in the community.

Vision

"Local real estate professionals delivering excellent service."

Goal 1: ADVOCACY EFFORTS

Objective A: Hold a Legislative Breakfast

Target Date: By the end of the 1st qtr. 2015

Objective B: Include a pitch for RPAC contributions at every OCBR event/meeting

Target Date: Start immediately

Goal 2: CONSUMER OUTREACH EFFORTS

Objective A: Continue OCBR tradition of funding local charities through the annual Holiday Auction and Golf Tournament

Target Date: Start planning immediately

Objective B: Upgrade the OCBR website to meet the new core standards for public outreach

Target Date: By end of 1st qtr. 2015

Goal 3: INCREASE AFFILIATE MEMBERS

Objective A: Implement an Affiliate Member Recruiting drive

Target Date: Year-round

Objective B: Acknowledge the Affiliates publicly in the local media

Target Date: Begin as soon as possible

Goal 4: REFINE BOARD PROCEDURES

Objective A: Create an OCBR Policies and Procedures Manual

Target Date: End of 3rd qtr. 2015

Objective B: Develop an OCBR master calendar

Target Date: End of January 2015

Goal 5: DEVELOP FUTURE OCBR LEADERS

Objective A: Every current OCBR Board member will choose someone to mentor

Target Date: Year-round

Objective B: Encourage member participation in OCBR events and committees

Target Date: Year-round