

WCREALTORS

STRATEGIC PLAN



Setting the P.A.C.E **2020-2021 Strategic Plan**



Unlock the World of Real Estate



This document contains the summary of the 2020-2021 Strategic Plan of Williamson County Association of REALTORS®. It represents the product of a deliberate focus to identify the needs of the members of WCREALTORS. The Association desires to move with efficiency as the voice of real estate in Williamson County, Texas. This plan will serve as a guide to do so. Adopted by the Board of Directors, September 19, 2019

MISSION STATEMENT

The Mission of the Williamson County Association of REALTORS® is to help its members meet present and future real estate challenges in Williamson County, to enhance and promote REALTOR® members' professionalism, to encourage member involvement in the various communities of Williamson County, and to provide quality services for its members.

VALUE PROPOSITION

Unlock the World of Real Estate



OVERVIEW OF ASSOCIATION

Snapshot as of August 30, 2019

- 1459 Primary REALTOR®
- 28 Secondary REALTOR®
- 183 Primary Brokers
- 124 Secondary Brokers
- 115 Affiliates
- 10 Appraisers
- 152 Other Category
- 2,071 Total Members
- 775 CTXMLS Subscribers
- \$1,563,150.00

Size in relation to Texas REALTORS® Associations

- WCREALTORS ranks at the 88.4% percentile as the 9th largest of 77 associations. (primary member only)
 1. Houston – 36,378
 2. MetroTex – 19,948
 3. Austin– 11,816
 4. San Antonio – 11,280
 5. Collin County – 8,111
 6. Greater Fort Worth – 3,242
 7. Arlington– 2,486
 8. Greater El Paso – 2,304
 9. Williamson County – 1,642
 10. Greater Lewisville- 1,407
 11. Four Rivers 1,347
 12. Corpus Christi – 1,337

Size in relation to National Association of REALTORS®

- WCREALTORS ranks at the 83.5% percentile as the 188th largest of 1,133 associations.



S.W.O.T Analysis

Strengths

1. Access to live person/facilities during work hours.
2. Education program that provides ROI to members.
3. Knowledgeable and trained staff.
4. Event base that creates networking opportunities for members.
5. Strong volunteer base.
6. Overall willingness to adjust.

Weaknesses

1. Dependence on CTXMLS income without a demonstrated ROI and member buy-in to the system.
2. Lack of financial reserves and alternative income streams.
3. Lack of buy-in among brokers, agents and affiliates.
4. Lack of consistent communication and lack of transference of digital fingerprints on to screens of members.
5. Lack of consistent and ongoing Governmental Affairs representation.
6. “Come to us” mentality.

Opportunities

1. Enhance educational opportunities and market share.
2. Change service narrative/mentality from “members of WCREALTORS” to “Those involved in Williamson County real estate”.
3. Redesigning the association business model to create less dependence on “brick and mortar” and better engagement in the field.
4. Agility of the decision-making process.
5. Buy-in and utilization of CTXMLS.
6. Service to non-residential real estate professionals.
7. Forged partnership with local associations faced with similar threats.
8. Increased and enhanced presence/participation in NAR/Texas REALTORS/Industry.



Threats

1. ABOR/ACTRIS encroachment on market share- specifically western Williamson County.
2. Lack of buy-in on CTXMLS.
3. Loosing focus on the hyperlocal service of members.

Public Summation of Strategic Plan

WCREALTORS recognizes that its members have a choice of which association to partner with and to which Multiple Listing Systems to subscribe. The reality that WCREALTOR members choose partnership with WCREALTOR's is not one that is taken for granted. The Board of Directors and the staff vow to act with a great sense of purpose to accomplish the mission of WCREALTORS by helping members unlock the world of real estate.

WCREALTORS is both hyper-local and hyper- focused. In demonstration of that in 2020-2021, WCREALTORS will focus on setting the P.A.C.E for its membership:

P-Promote WCREALTOR members in Williamson County, Texas, promote the Code of Ethics, and promote professional standards.

A- Advocate by means of identifying and harnessing resources directed at protecting real property rights and increasing political awareness.

C-Connect REALTORS®, affiliates, consumers and persons with real property industry connections.

E- Educate members in areas of geographic competence geo-specific to Williamson County, Texas, in line with professional life-cycles of REALTORS and pertinent to the real estate industry.



PRIMARY GOALS OF THE ASSOCIATION

GOAL 1: ENSURE A STABLE FINANCIAL PLATFORM EXISTS BY MEETING RESERVE GOALS AND IMPLEMENTING A DEBT REDUCTION STRATEGY PRIOR TO DECEMBER 31, 2020.

Action 1: Save and direct funds until actual reserves equal to 1/6th (2-months) of the annual adopted budget is recognized;

Action 2: Build realistic 2020-2021 budgets that (a) adequately represent the direction of the association, (b) provides for moderate debt reduction, (c) creates opportunity to attempt new ideas in an agile manner, (d) provides for adequate representation at NAR/Texas REALTOR®/Industry activities, (e) builds cohesion among events, education, government affairs; (f) removes affiliate levels.

Action 3: Identify and implement actions that will target an addition of non-dues income equal to 3% of the adopted budget.



GOAL 2: SOLIDIFY SERVICES AND DEMONSTRATE A CONTINUAL CROSS GENERATIONAL RETURN ON INVESTMENT TO MEMBERS AND PROSPECTIVE MEMBERS DISCOVERABLE IN AN ANNUAL LIFE CYCLE CALENDAR BY DECEMBER 15TH OF EACH YEAR.

Action 1: Create an association calendar that ensures each functional element of the association (Membership, Benefits & Service, Education/Professional Development, Advocacy, Events & Networking, Community Service) have specific representation in the life-cycle of the association.

Action 2: Develop a deliberate and holistic jurisdictional strategy that creates an enhanced association presence in western Williamson County- specifically Cedar Park, Leander and Liberty Hill and that continues to build upon the migration of REALTORS® from Bell, Burnet, Coryell and Lampasas Counties.

Action 3: Only implement new benefits that are critical mass while exploring, discovering and introducing NAR/Texas REALTOR® benefits that are at low cost/no cost to the association. Include opportunities that have access to grants.

Action 4: Seek new services that enhance the real estate industry and add non-dues revenue to the association.



GOAL 3: REACH AND RETAIN 1,000 CTXMLS SUBSCRIBERS BY FEBRUARY 28 2021 AND 2,020 MEMBERS (REALTOR®, BROKER, AFFILIATE, APPRAISER) BY DECEMBER 31, 2020

Action 1: Create mechanisms to engage members/prospective members outside of the walls of WCREALTORS.

Action 2: Create and/or enhance the CTXMLS advertising efforts in a manner that demonstrates (a) importance of MLS to WCREALTORS, (b) value of CTXMLS within Williamson County, (c) benefit to subscribers for utilizing CTXMLS (d) means of utilizing CTXMLS with other industry partners.

Action 3: Proactively work to get subscribers to enter data into CTXMLS.

Action 4: Demonstrate ROI from the 6 functional elements of the association (Membership, Benefits & Service, Education/Professional Development, Advocacy, Events & Networking and Community Service) to those practicing real estate in Williamson County.

Action 5: Develop and implement a deliberate marketing plan based on the life-cycle of the association, personal/professional aspect, and hyper-local focus.

Action 6: Engage the political process at NAR & Texas REALTORS® to create pressure on jurisdictional boundaries and ensure WCREALTORS has a voice at the table.



GOAL 4: INCREASE PRESENCE OF THE ASSOCIATION BY PROVIDING EDUCATION, ADVOCACY, NETWORKING AND COMMUNITY SERVICE GEO-SPECIFIC TO THE PRIMARY & SECONDARY BROKERS WITHIN 50 MILES OF THE ASSOCIATION'S MAIN OFFICE.

Action 1: Adjust staffing to increase office visits focusing on building relationships, teaching classes, delivering product and communicating information to the primary and secondary brokerages within 50 miles of the association campus.

Action 2: Create member networking events geocentric to primary and secondary brokerages within 50 miles of the association campus.

Action 3: Invite Officers and Directors to make at least 3 office visits annually as Ambassadors of the Association with the intent of building relationships and communicating information and ideas. Create talking points/scripts/guidelines for utilization during these visits.



GOAL 5: CONTINUE TO DEVELOP EDUCATE THREE SIXTY INTO A STATE OR NATIONALLY RECOGNIZED EDUCATION PROGRAM THAT PROVIDES REAL PROPERTY PROFESSIONAL DEVELOPMENT GERMANE TO THE DIFFERENT DISCIPLINES OF REAL ESTATE AS WELL AS BEING RESPECTIVE OF DIFFERENT STAGES OF THE REALTOR® CAREER AND DEMONSTRATES GEOGRAPHIC COMPETENCY

Action 1: Develop a standard to be applied to all instructors who teach classes at WCREALTORS by April 30, 2020.

Action 2: Redirect efforts from New Member Orientation towards New member onboarding including (a) Cycle of first 3 months, (b) video library of common topics, (c) personal interaction/engagement.

Action 3: Develop classes that can be presented by instructors offsite around the association.

Action 4: Fully implement classes that touch agents at different stages of their careers in including.

- Agents with less than 1 year.
- Agents with 1-3 years.
- Agents with more than 3 years.
- Broker Preparation, Broker Associates, Designated REALTORS® and Brokers.