

2023-2024 Strategic Plan

Mission: The purpose of the Abilene Association of REALTORS® is to be the trusted voice in our community through cooperation, professionalism and advocacy.



Member Success

Goal: Create a culture that enhances opportunities for success through professional development programs, resources and services.

Strategies:

- Provide tools and training to enhance member knowledge, proficiency and utilization of the MLS.
- Be a REALTOR® source for training on business etiquette, professionalism and changes in technology and real estate specialties.
- Provide resources that contribute to member financial wellness and career success planning.
- Expand delivery of information to members on their responsibilities and accountability for compliance with rules and regulations.
- Utilize technology platforms to expand opportunities for distance learning and remote participation in meetings and educational training.
- Communicate the availability of association staff as a resource to members.



Member Engagement

Goal: Encourage member involvement through the identification and cultivation of leaders, diversified communication platforms, member outreach efforts and focus groups.

Strategies:

- Engage members in key supervisory roles within brokerages to encourage involvement and engagement with the association at the brokerage level.
- Develop a program that focuses on involvement of new members and leads to future leadership identification and opportunities.
- Embrace diversity with a focus on generational and cultural initiatives that enhance membership involvement and leadership opportunities.
- Utilize concise, regular member surveys to maintain knowledge of member needs and expectations.
- Research and evaluate the association's governance structure and election process.
- Leverage collaborative partnerships with industry related groups.
- Create virtual opportunities to learn about member tools and resources available through the association.
- Communication valuable takeaways from member meetings through social media.
- Educate members on policy positions of the REALTOR® organization at all levels, including promotion of fair housing.



Advocacy

Goal: Maximize the culture of advocacy as a unified voice for the protection of private property rights, Fair Housing, and Diversity.

Strategies:

- Engage members and consumers in political, legislative and regulatory advocacy efforts of REALTOR® - supported initiatives.
- Empower leadership and appropriate committees to understand and utilize TREPAC funds and REALTOR® Party resources.
- Enhance participation and support of TREPAC through member education on its value.
- Advocate for and promote fair housing initiatives that support expansion of diversity and inclusionary efforts.



Consumer Relations

Goal: Recognize the importance of the consumer to the future of real estate through enhanced association outreach activities.

Strategies:

- Be the voice for real estate in the Abilene market area by communication market statistics, trends and legislative and political positions to the public.
- Develop and utilize a consumer-focused marketing plan to promote the value and positive image of using a REALTOR®
- Promote and encourage REALTOR® involvement in community activities that make a difference in the quality of life in the area.
- Develop or provide educational resources that focus on evolving consumers expectations and industry trends.