Outer Banks Association of REALTORS® 2020 Strategic Plan
To Enhance Public Relations and Deliver Member Value

GOALS

ADVOCACY
Be the leading advocate for property managers, sales agents & property owners.

PROFESSIONAL DEVELOPMENT
Provide superior value based upon high-quality education.

COMMUNITY OUTREACH
Enhance REALTOR® value and visibility through consumer engagement.

MEMBER VALUE
Demonstrate membership value through relevant services, programs and Professional Standards.

EACH COMMITTEE, THE LEADERSHIP, AND STAFF ARE CHARGED TO:
1) MAKE PLANS FOR EACH OF THE 3 PRIORITY AREAS BELOW; AND,
2) SHARE THOSE PLANS AND PROGRESS QUARTERLY WITH THE BOARD.

PUBLIC RELATIONS
- Articulate the Value of Working with a REALTOR®
- Promote the Value of a Professional REALTOR® Property Manager
- Highlight Issues of Public Interest (Insurance, Regulations, etc.)
- Publicize our Community Involvement (Fundraisers, Good Neighbors)
- Develop Content for First-Time Second Homebuyers and First-Time Outer Banks Homebuyers, including the "Ask a REALTOR®" feature
- Build up our Public Facing MLS site
- Work with community organizations on issues of mutual concern

Channels include: Video, Press Releases, Articles, Social Media, etc.

MEMBER COMMUNICATIONS
- Feature the Value of Designations & Professional Development
- Translate statistics and insights into Infographics
- Engage BICs, Owners, and Managers one-on-one
- Target Outreach Program for disengaged members
- Cultivate Virtual Meetings (Conference Calls & Online)
- Reboot the OBAR brand to boost member engagement

Channels include: Video, Email, Website, Paragon, Office Visits, Post Cards, Mailings, Meetings, etc.

EVENTS
- Venture to diverse locations, provide more opportunities at varied times, and schedule events to complement each other
- Foster Mentorship Opportunities, both Classroom and Social
- Stage Technology Forums for both Beginners & Advanced

Channels include: Education Classes, Meetings, Hot Topics, Webinars, Videos, Trainings, Articles, etc.

OUTER BANKS *association of* REALTORS®