

2021-2023 Strategic Plan

August 17, 2021

VISION: REALTOR®...the best prepared real estate practitioner with the highest standards.

MISSION: The purpose of the Greater Portland Board of REALTORS® (GPBR) is to serve its members by providing and promoting services to enhance members' abilities to conduct their businesses with integrity and competency; with due consideration for the promotion and preservation of a favorable political environment for brokerage operations and the right to own, use, and transfer real property.

Goals and Objectives

1. Code of Ethics/Professionalism

- a. Provide ongoing promotion of Code of Ethics.
 - i. Provide quarterly orientations to new members and annual Code of Ethics classes for both new and continuing members.
 - ii. Implement a variety of spot-trainings and tips to keep ethics in the forefront through various means including email, social media, membership meetings, and case studies.
- b. Maintain a viable professional standards process to enforce the Code of Ethics and provide arbitration and mediation as member services.
- c. Maintain fully functioning Professional Standards Committee.
 - i. Continue professional standards agreement with Kennebec Valley Association of REALTORS®, Mid-Coast Board of REALTORS®, Mountains to Shore Board of REALTORS®, and others as determined.
 - ii. Maintain ombudsman program that complies with National Association of REALTORS® (NAR) requirements.
- d. Encourage Designated Brokers to serve as Code of Ethics and professionalism ambassadors on co-broker relationships and other issues.
- e. Continue to promote REALTOR® of the Year, Affiliate of the Year, and Spirit Award winners.

2. Education

- a. Hold four or more membership meetings per year.
- b. Offer the annual Maine Real Estate Commission (MREC) Core Course for Designated Brokers and for Brokers/Associate Brokers.
- c. Conduct Designated Broker and Affiliate in-person and online round table discussions/town hall forums.
- d. Provide an ongoing series of in-person and online courses on relevant topics.
 - i. Provide required safety education course annually and other high-interest classes, such as legal updates, regularly.
 - ii. Develop and provide a varied series of technology trainings for beginning, intermediate, and advanced users.
 - iii. Partner with community organizations on specialized classes, such as DEI, Fair Housing, and Environmental Sustainability.
- e. Promote MAR legal and tech hotlines for member use on professional/transactional issues.
- f. Implement a process to review the availability of CEU classes, and encourage the development of new classes as determined.
- g. Continue frequent messaging on specific educational points of interest using e-news, video, and social media.
- h. Conduct biannual surveys for identifying member needs.

3. Affiliates

- a. Enhance meeting and event sponsorship opportunities for affiliates, including online offerings.
- b. Provide opportunities to conduct and/or sponsor professional education.
- c. Promote Affiliate of the Year.
- d. Promote Affiliates on GPBR website and via additional means of online promotion.
- e. Continue affiliate expo at Annual Meeting and offer networking time at meetings.
- f. Recruit new affiliates from the fields of DEI, fair housing, and environmental sustainability.

4. Consumer Outreach

- a. Ensure integration of DEI, fair housing, and environmental sustainability throughout consumer outreach.
- b. Be the “Voice for Real Estate” to the general public.
 - i. Improve presentation of Multiple Listings Service (MLS) statistics and continue to cite Maine Association of REALTORS® (MAR)/NAR research reports, local/MAR analysis of NAR statistics, and other relevant citations.
 - ii. Position GPBR as the “Voice for Real Estate” with local media and the public through press releases, interviews, online communication, social media, and other means.
- c. Promote the value proposition of using a REALTOR®.
 - i. Provide members with links to expand the use of NAR resources.
 - ii. Curate a bank of shareable online and printable content for members and the general public, such as short videos, infographics, flyers, brochures, and FAQs.
 - iii. Implement targeted “Use a REALTOR®” campaigns and track reach and engagement of the general public.
- d. Develop and implement community investment activities that enhance the image of the REALTOR®.
 - i. Continue to organize fundraising and volunteering for the benefit of charitable/community organizations such as Habitat for Humanity and other housing, DEI, or environmental sustainability causes.

5. Advocacy

- a. Review and update the GPBR Public Policy Statement bi-annually.
- b. Strengthen systems to provide consistent updates to membership on legislative, regulatory, and political affairs impacting GPBR’s 15 towns and provide guidance to members on local issues.
 - i. Continue to strengthen the Town Ambassadors Program.
- c. Participate in development of MAR’s policy goals, and engage with congressional delegation, Maine legislators, and local officials to educate them about REALTOR® issues.
- d. Meet or exceed Maine Association of REALTORS® Political Action Committee /REALTORS® Political Action Committee (MARPAC/RPAC) goals for voluntary contributions.
 - i. Reinforce MAR and NAR information to members regarding the value of investing in and the benefits received from participation in MARPAC/RPAC.
- e. Deliver MAR/NAR Calls for Action through the REALTOR® Action Center and promote through website, newsletters, office visits, social media, and other means.
 - i. Strengthen the system for localized calls to action.
- f. Engage the public on issues that impact real estate and property rights.
 - i. Monitor and utilize MAR and NAR grants and mobilization funds.
 - ii. Maintain an Issues Mobilization Fund.
- g. Implement at least two initiatives or activities annually that further or support each of the REALTOR® Party’s “Vote-Act-Invest” goals.
- h. Attend national conference and represent REALTORS® in meetings with the Maine congressional delegation.

6. Technology

- a. Regularly maintain and update an interactive website, Facebook presence, and other digital communication tools.
 - i. Include access to professional standards and arbitration filing process.
 - ii. Ensure website is responsive and can be accessed from various devices.
- b. Expand use of new technology for communication and association management.
- c. Ensure optimal language accessibility of website, social media, and other communications.

7. Unification Efforts and Support of the REALTOR® Organization

- a. Maintain legal counsel availability.
- b. Comply with corporate and legal filing requirements.
- c. Ensure GPBR's Association Executive completes a minimum of six hours of REALTOR® association professional development annually.
- d. Annually review, update, and adopt a three-year strategic plan.
- e. Participate in MAR/NAR-conducted research as requested.
- f. Monitor MAR and NAR potential association realignment plans.

8. Membership/Volunteerism

- a. Continually promote overall value proposition of Board membership.
- b. Enhance onboarding system for new members.
 - i. Conduct 1:1 outreach.
 - ii. Provide new member orientations at least quarterly.
 - iii. Organize networking and educational events catered to new members and new-to-the industry professionals.
 - iv. Encourage new member involvement in Board activities.
- c. Identify and monitor specific increases in volunteerism and participation in Board committees, activities, and events.
- d. Ensure Board leadership reflects diversity of the membership.

9. Governance, Operations and Facilities

- a. Ensure financial solvency.
 - i. Maintain a three-year projected budget process and implement board-approved annual operating budgets.
 - ii. Review local dues levels annually.
 - iii. Conduct annual financial review or full audits as appropriate.
- b. Increase staff above the current 2.5 FTEs, adding capacity for communications, advocacy, public relations, and member engagement.
- c. Review and update staff benefit packages as determined.
- d. Build on NAR required activities and ensure integration of DEI lens and practices in organizational policies, membership and leadership development, public communications, hiring, and onboarding.
- e. Develop a process to encourage members to serve as Board leaders.
 - i. Provide leadership development and education.
- f. Continue work of the Building and Retail Committee to evaluate options and make determinations regarding facility and Store.
 - i. Determine and implement environmental sustainability actions.
- g. Implement steps to enhance cross-committee coordination.
- h. Consider Bylaw reviews and updates as needed.
- i. Certify compliance with Core Standards by means of certification form or other process provided by NAR.



Strategic Plan Certification: This Strategic Plan is intended to guide the Greater Portland Board of REALTORS® decision making process in accordance with state and national standards. It has been officially adopted by the Board of Directors of the Greater Portland Board of REALTORS®, will be reviewed annually by the Board of Directors, and will be submitted to NAR for approval.

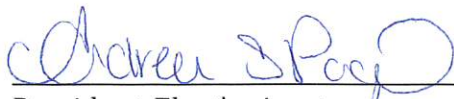
Derrick Buckspan, President



President's signature

8-19-21
Date

Andrea Page, President-Elect



President-Elect's signature

12/14/2021
Date

Heather Horlor, Association Executive



Association Executive's signature

8/19/21
Date