



## STRATEGIC PLAN 2021 - 2023

### MISSION

*The Prescott Area Association of REALTORS® empowers and equips members to achieve business success while providing unparalleled service to their clients and communities.*

### VISION

*Thinking beyond today and adapting for tomorrow.*

### VALUE STATEMENTS

#### We are:

- *Forward-thinking and adapting strategically.*
- *Accountable and ethical professionals who act in the best interests of our clients and the communities.*
- *Passionate and focused on educating members, recognizing that there are differing business practices, specialties, and diverse needs within the membership and are committed to celebrating those differences.*

### GOALS

**GOAL 1: ADVOCACY AND COMMUNITY ENGAGEMENT.** PAAR has a culture of advocacy on initiatives impacting real estate and is the trusted real estate resource and essential community partner.

**Objective 1.1:** Educate members on the importance of advocacy and increase participation on Calls to Action.

**Objective 1.2:** Conduct a successful REALTOR® Party campaign and increase participation to achieve all state and NAR goals.

**Objective 1.3:** Increase consumer advocacy efforts and engage the public in legislative/political issues that impact homeownership, real estate investment, and related matters.

**Objective 1.4:** Create and/or enhance partnerships with community, civic, educational, and other organizations with shared/aligned missions.

**Objective 1.5:** Demonstrate REALTOR® commitment to community through involvement in selected community initiatives, events, service projects, and contributions.

**Objective 1.6:** Enhance public and media relations programs to position PAAR as the Voice for Real Estate in its market area.

**Objective 1.7:** Work in conjunction with the Arizona Association of REALTORS® and the National Association of REALTORS® to increase awareness of Diversity, Equity and Inclusion as well as Fair Housing.

**GOAL 2: PROFESSIONAL DEVELOPMENT.** PAAR delivers professional development programs and opportunities to serve the spectrum of interests and needs of its membership.

**Objective 2.1:** Equip new agents with the tools to find success.

*Potential areas for developing tactics: BINSR, Agent 101, Contract Writing, roundtable discussions between agents' experiences*

**Objective 2.2:** Continue to offer training and resources on relevant and timely topics related to the real estate industry.

*Possible tactics topics: Antitrust, Clear Cooperation, Transaction Desk, Affiliate classes for agents regarding their business services, community speakers, safety, etc.*

**Objective 2.3:** Provide varied designation and certification courses through PAAR.

*Consider possible tactics for: GRI, SRES, MRP, RENE, ABR, E-PRO, RCRMS, and CRPM.*

**Objective 2.4:** Continue to offer more CE Classes through PAAR Real Estate School

**GOAL 3: ORGANIZATIONAL EXCELLENCE.** Utilizing sound fiscal responsibility, PAAR develops leadership, optimizes strategic alliances, leverages assets, and is proactive in its initiatives to best position the association in the future.

**Objective 3.1:** Maintain current comprehensive financial strategy that demonstrates fiscal responsibility and positions PAAR for the future through the financial commitment to its strategic plan

**Objective 3.2:** Develop and begin implementation of a fiscally sound investment strategy for funds in excess of annual budget and reserve requirements.

**Objective 3.3:** Finalize approval process to move forward on identifying and moving into a new office facility.

**Objective 3.4:** Develop programs that focus on real estate specialty disciplines to open doors for future advancement opportunities.

**Objective 3.5:** Ensure sufficient resources to provide competitive salaries, benefits, and education to attract and retain quality association personnel

**Objective 3.6:** Continue to deliver leadership development programs that encourage and cultivate current and future leaders.

**Objective 3.7:** Continue developing strategic alliances and strong relationships with strategic partner groups (such as, WCR, etc.) NAR, state, and local associations.

**GOAL 4: BUSINESS SERVICES.** PAAR offers a comprehensive suite of business services and tools that deliver the greatest value to its members.

**Objective 4.1:** Offer exceptional, innovative, and tailored training, designed to enhance members' business success.

**Objective 4.2:** Develop a monitoring and reporting system that is designed to improve MLS data accuracy.

**Objective 4.3:** Consistently offer risk management business related training (e.g., MLS rules, clear cooperation, etc.).

**Objective 4.4:** Enhance administration support for all services.

**Objective 4.5:** Evaluate current suite of MLS products, business tools and services offerings to determine usage and/or value to the membership.

**Objective 4.6:** Organize a task force to explore greater rule cooperation and consistency between the various MLS's that serve our members.

**GOAL 5: MEMBER ENGAGEMENT.** PAAR effectively engages its members with continual interaction, targeted communications, and varied opportunities for increased member involvement.

**Objective 5.1:** Develop Broker specific programs and resources that increase their possibilities to connect, their knowledge in managing, and their involvement in PAAR.  
(Such as, forums, Broker University: broker specific education, standards, etc.)

**Objective 5.2:** Maintain and enhance varied membership communication formats, tools, and frequency, keeping in mind the needs of all stakeholders.  
*Possible tactics topics: Email, videos, media, text and promote events calendar*

**Objective 5.3:** Create varied networking events to engage more members.  
Possible events to consider for tactics: annual installation, Hoe Down, Christmas Party, wine tasting

**Objective 5.4:** Develop programs for young professionals that increase their involvement, knowledge, and leadership qualities.

**Objective 5.5:** Host live and virtual quarterly event with state/national speakers.