

# Lower Columbia Association of REALTORS®

## Strategic Plan

### 2025-2028

**MISSION:** The mission of the Lower Columbia Association of REALTORS® is to provide political advocacy, education, and engagement that propels its members in pursuit of a successful real estate career. LoCAR is dedicated to supporting its membership and enforcing the REALTOR® Code of Ethics.

**1. ADVOCACY GOAL:** Directed by Government Affairs Committee - LoCAR members benefit from direct relationships with government officials and are a valued voice in their decision-making process.

**A. Objective 1:** LoCAR engages members in monitoring, identifying and responding to issues that affect REALTORS® business and/or private property.

- i) Strategy:** By January 1 of each year, develop a plan for monitoring City and County government activities to identify the appropriate issues, educate LoCAR members about the issues on a regular basis, and when needed, provide testimony in support of REALTOR® positions on these issues.
- ii) Strategy:** Annually review and update, as needed, LoCAR's legislative position statements using legislative positions and policies from Washington REALTORS® as a model.

**B. Objective 2:** LoCAR educates, supports, endorses and engages local and state-wide elected officials to understand and support REALTOR® issues.

- i) Strategy:** Conduct an annual candidate endorsement process to identify recipients of LoCAR endorsement and/or RPAC funding. As appropriate, partner with Washington REALTORS® for legislative and statewide candidates and NAR for federal candidates.
- ii) Strategy:** Educate LoCAR members regarding candidate support and the importance of REALTOR® political engagement.
- iii) Strategy:** When possible, include government officials in LoCAR events.
- iv) Strategy:** Drive REALTOR®-friendly election results through efforts such as; voter registration drives, candidate forums, and “get out the vote” efforts. Educate local influence groups, leaders, and brokerages about candidates (ex. Kiwanis, Rotary, the Chamber). The costs of these efforts should be offset through various partnerships and by applying for NAR grants when appropriate.
- v) Strategy:** Annually apply for NWMLS Government Affairs funding.

**C. Objective 3:** Raise RPAC funds to elect REALTOR®-friendly candidates.

- i) Strategy:** Provide an annual RPAC fundraising program which emphasizes Major Investors and targets new investors for increased dollars. The program will recognize and thank RPAC investors on a regular basis. Program to include 1) utilizing the annual list of RPAC contributors available through Washington REALTORS® as a “thank you” list and a

potential fundraising list; 2) applying for an NAR RPAC Fundraising grant on a regular basis.

- ii) **Strategy:** Identify, plan and hold at least two stand-alone fundraising events annually.
- iii) **Strategy:** Include RPAC education efforts in new member orientation, emphasizing the value of investing.

**D. Objective 4: Increase LoCAR response rates for NAR and WR Call to Action**

- i) **Strategy:** Work to increase member awareness of Call-to-Action items through email to members, via website and social media channels and at all meetings.
- ii) **Strategy:** Increase member awareness of the REALTOR® Action Center App by advertising it during the course of the year through email, on the website and at meetings,
- iii) **Strategy:** No later than February 1 of each year, review NAR broker involvement program and identify membership opportunities.

**2. EDUCATION GOAL: Directed by Education Committee - LoCAR provides quality training programs as a member benefit.**

**A. Objective 1: Provide industry-related coursework that meets members needs and/or continuing education requirements.**

- i) **Strategy:** Deliver at least four Continuing Education courses per year, to be held in random rotation between Cowlitz, Pacific, or Wahkiakum County utilizing Washington REALTOR® approved instructors.
- ii) **Strategy:** Regularly survey members to determine desired course topics, speakers, times. Include a survey at the end of each class to obtain feedback from attendees.

**B. Objective 2: Raise Non-Dues Revenue from LoCAR education classes.**

- i) **Strategy:** Actively provide information to members to ensure attendance. Potentially market to non-LoCAR members at higher prices.

**3. ENGAGEMENT GOAL: LoCAR will maintain active engagement with membership and the public.**

**A. Objective 1: Directed by Community Service Committee - Provide opportunities to LoCAR members to engage in community service and promote that engagement to the public.**

- i) **Strategy - Donate:** Identify the beneficiary of LoCAR's annual Community Service Project by June 1st of each year. Include information about the beneficiary with the annual dues billing statement with option of voluntary contribution. Beneficiaries rotate counties annually. Donation to be provided on large check at the first BOD meeting of the following year.
- ii) **Strategy – Volunteer:** Identify and organize REALTOR® volunteer opportunities for community service events or projects. Include Affiliate and community partners in the program as appropriate.
- iii) **Strategy - Promote:** Advertise and promote all community involvement in activities of LoCAR through various media channels.

iv) **Strategy:** Community Service Committee to annually consider a project for an NAR Place Making grant. If a project is identified, present to Board for Approval. AE to be responsible for applying for the grant. Projects should be kept on record and rotated through member counties.

**B. Objective 2: Directed by Association Executive - Provide real estate information to the public, regarding current real estate issues in Cowlitz, Pacific, Wahkiakum Counties.**

i) **Strategy:** Regularly provide news articles, statistics, and interview opportunities etc. to the public and all public facing media channels.

**C. Objective 3: Directed by Membership Committee - LoCAR provides clear channels of communication and maintains strong relationships with members.**

i) **Strategy:** Annually evaluate communication channels and user access to them. Create an action plan.

ii) **Strategy:** Association Executive to meet with Designated Brokers/Branch Manager semi-annually, to receive feedback about the relationship between LoCAR and the brokerage. Association Executive to report meeting responses to the membership committee.

iii) **Strategy:** Maintain an active up-to-date website, and social media presence.

iv) **Strategy:** It is the duty of the Committee Chairs to regularly communicate with the Board of Directors regarding membership engagement efforts.

v) **Strategy:** Association Executive to develop a Quarterly Newsletter highlighting LoCAR/RPAC activities to send out to members. Utilize board/member input when needed.

vi) **Strategy:** Membership committee to plan and hold 1-2 member events per year to connect with membership and inform them about LoCAR activities and resources.

**4. PROFESSIONAL STANDARDS GOAL: LoCAR upholds members' ethics, and professional behavior, fostering greater consumer trust in REALTORS®.**

**A. Objective 1: Code of Ethics enforcement**

i) **Strategy:** Annually the Board is to review and vote on an enforcement program. Options include the Washington REALTORS® contract to provide Code of Ethics & Arbitration Enforcement OR internal LoCAR Code of Ethics Program.

ii) **Strategy:** Review/update LoCAR bylaws and policies to reflect the Board of Directors' decision.

**B. Objective 2: Ensure that LoCAR members are informed and have access to the Code of Ethics training.**

i) **Strategy:** Make NAR online training tools for Code of Ethics and WR Continuing Education courses available to LoCAR members, through multiple media channels.

ii) **Strategy:** Ensure New Member Orientation training materials include Code of Ethics discussion and grievance process.

iii) **Strategy:** Association Executive to track LoCAR members Code of Ethics training and update Board of Directors of any non-complaint agents at the end of each Code of Ethics

cycle.

**5. OPERATIONS GOAL: LoCAR Executive Committee and Association Executive will annually review the association finances, operations, and CORE Standards and report the findings to the Board of Directors.**

**A. Objective 1: Finances**

- i) **Strategy:** Evaluate the cost of LoCAR REALTOR® dues each year.
- ii) **Strategy:** Develop an annual Non-Dues Revenue program, including advertising/sponsorship opportunities, events, and educational programs.
- iii) **Strategy:** Membership Committee to develop an annual plan for membership retention and growth for REALTORS® and Affiliate Members and report to the Board of Directors.
- iv) **Strategy:** Hire professionals as needed for proper financial functions (ex. Taxes, audit, etc.)
- v) **Strategy:** Treasurer to complete annual audit and deliver results to the Board of Directors.

**B. Objective 2: Operations**

- i) **Strategy:** Obtain signed Board Member agreements with clear definitions of duties to the Association prior to instatement.
- ii) **Strategy:** Executive Committee to conduct an annual review of the Association Executive and report to the Board of Directors.
- iii) **Strategy:** By the fourth quarter of each year, Board of Directors, with input from the Association Executive, to establish agenda for incoming Board Summit to be held in the first quarter of the following year. Summit should include team building activities, training, and review of all operational documents (ex. Policies, office procedures, strategic plan, etc.)
- iv) **Strategy:** It is the responsibility of the Association Executive to present all operational defects to the Board of Directors.
- v) **Strategy:** All Committees should review the Strategic Plan annually for implementation, develop a work plan for the year and provide at first Board meeting in February.

**C. Objective 3: Comply with NAR CORE Standards.**

- i) **Strategy:** Association of Executive is responsible for submitting CORE Standards to NAR by deadline and providing results to the Board of Directors at first meeting opportunity.

## Strategic/Business Plan Certification

This Strategic/Business Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

Board of Directors approval:

Date: \_\_\_\_\_

\_\_\_\_\_

President signature

Date: \_\_\_\_\_

\_\_\_\_\_

President-Elect signature

Date: \_\_\_\_\_

\_\_\_\_\_

Association Executive signature

Date: \_\_\_\_\_