



gaar

STRATEGIC PLAN 2020



GREATER ALBUQUERQUE ASSOCIATION OF REALTORS®

OUR VISION:

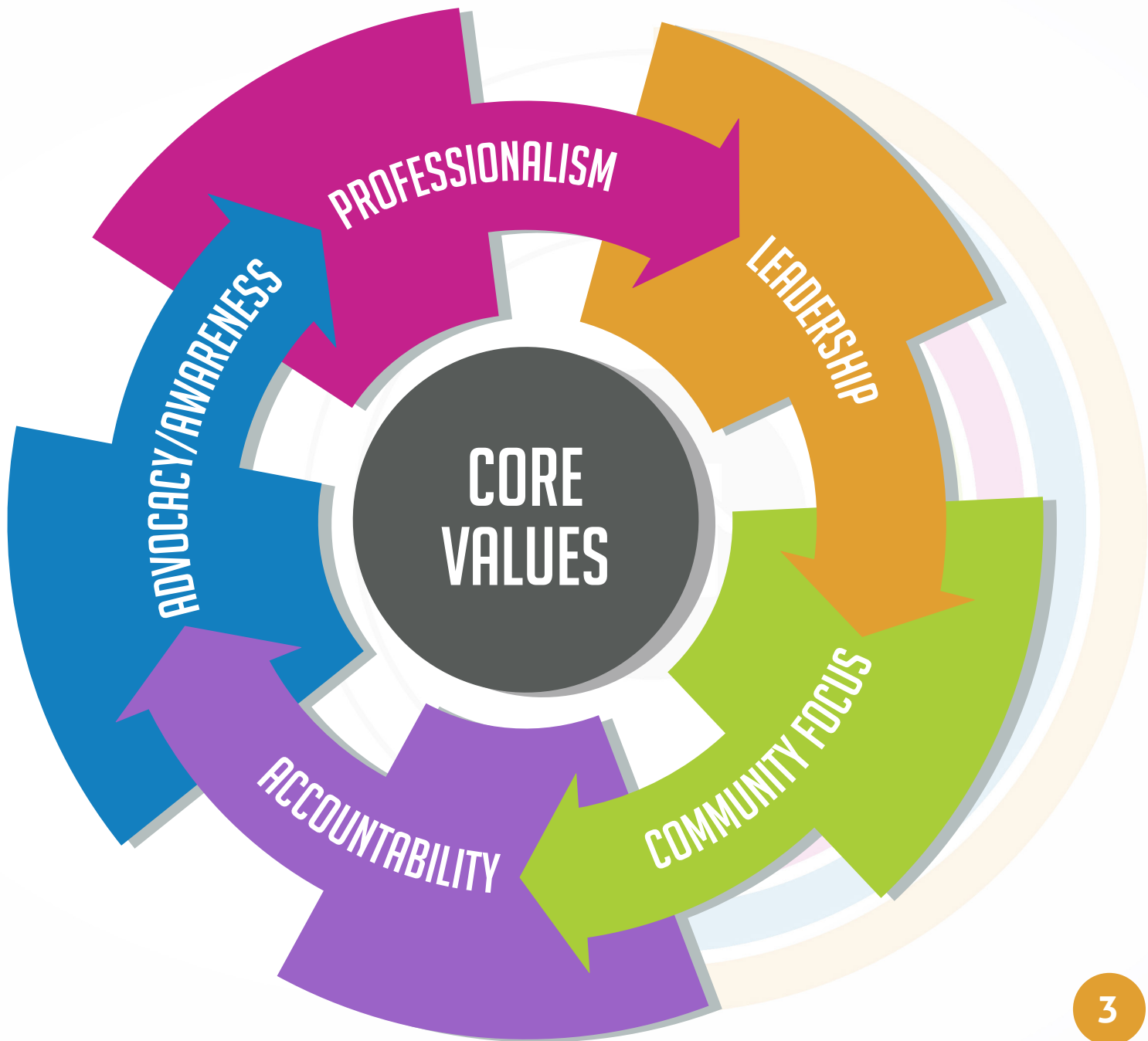
A community where REALTORS® are a vital part of every home's story.

OUR MISSION:

GAAR is a Community of Practice dedicated to providing our members with value-added products and services, employing leading-edge technology, upholding high ethical and professional standards, and advocating for private property rights.



CORE VALUES



ADVOCACY

GOAL:

GAAR educates and informs members in order to promote and support public policies that advance the real estate industry, private property rights, sustainable real property ownership and housing opportunities.

OBJECTIVES:

- Educate members to drive RPAC/RECPAC participation. [Ongoing]
- Work with Communications Team to provide “Advocacy Matters” video update. [Bimonthly]
- Reach 30% RPAC participation. [Q2, 2020]
- Engage with Aristotle on quarterly email campaign to non-cons. [Quarterly]



COMMUNITY OUTREACH

GOAL:

GAAR supports and enhances our community by providing assistance and charitable giving of our time and resources to create a lasting impact.

OBJECTIVES:

- Create and participate annually in a minimum of 10 charitable events that inspire opportunities to give back to our community. [Q4, 2020]
- Establish the Emergency Relief Fund in cooperation with REALTOR® Fund committee. [Q3, 2020]
- Increase annual sponsor levels by a minimum of 10%. [Q4, 2020]



LEADERSHIP

GOAL:

GAAR develops exceptional staff and volunteer leaders.

OBJECTIVES:

- Launch YPN in January, 2020 with speaker and networking. [50 members by Q3, 2020]
- Create PAG to review nominating process and make recommendation to Board of Directors. [Q1, 2020]
- In conjunction with the Communications Team, the Board of Directors will develop a plan to increase attendance at events and committee meetings. [Q4, 2019]
- Committee Chairs will present updates at regular Board of Director meetings. [Ongoing, beginning Jan 1, 2020]
- Clarify pathway to leadership (GAP, Leadership Development Program, LEAP) and Identify 10 qualified GAAR leaders annually. [Ongoing, Q4]



OPERATIONS

GOAL:

GAAR efficiently and effectively manages resources to accomplish the vision and mission of the organization.

OBJECTIVES:

- Maintain existing financial policies, audits, and internal controls. [Ongoing]
- Receive Building PAG recommendation, finalize and launch plan for new property. [January 1, 2020]
- In conjunction with Professional Development and Communications, review opportunities for expanding use of new technology. [Ongoing]
- Clarify pathway to leadership (GAP, Leadership Development Program, LEAP) and Identify 10 qualified GAAR leaders annually. [Ongoing, Q4]



PROFESSIONAL DEVELOPMENT

GOAL:

GAAR provides members with diverse and comprehensive information that fosters professional growth and development.



PROFESSIONAL DEVELOPMENT

OBJECTIVES:

- Offer one Saturday class per quarter. [Quarterly, beginning Q1, 2020]
- Offer one evening class per month. [Quarterly, beginning Q1, 2020]
– **Action: Measure and monitor attendance.**
- Develop and implement 6-month new member on-boarding program, including a “re-orientation” refresher class. [Q4, 2020]
– **Action: Measure and monitor production/retention over 24 months.**
- Develop and implement distance learning technology. [Approve platform Q4, 2020; Launch program Q4, 2021]
- Develop and implement online learning platform. [Approve platform Q4, 2020, Launch Q4, 2022]
- Create an Instructor Development Workshop for GAAR instructors. [Research Q4, 2020; Launch Q4, 2021]
– **Action: Measure attendance and course review improvement.**
- Create a “Train the Trainer” program for GAAR instructors: [Research Q4, 2020; Launch Q4, 2021]
– **Action: Measure attendance and course review improvement.**
- Develop and implement GAAR member CE Tracking Program. [Q2, 2020]
– **Action: Measure reduction in professional development related calls.**
- Develop and implement a “Plug and Play” program for Qualifying Brokers. [Develop Q4, 2020; Launch Q4 2021]
- Develop and implement a QB mentoring program. [Develop Q4, 2020; Launch Q4, 2021]
– **Action: Measure engagement and participants.**
- Promote member completion of C2EX. [200 members by Q4, 2020; 500 members by Q4, 2021; 1,000 members by Q4, 2022]
- Educate members on business building techniques and industry related changes, such a iBuyers and emerging business models at Quarterly Meetings. [Quarterly]

PROFESSIONAL STANDARDS

GOAL:

GAAR provides a pathway to a high level of professionalism, utilizing the code of ethics as its foundation.

OBJECTIVES:

- Recruit and train volunteers for the Grievance and Professional Standards Standing Committees. [Ongoing]
- Offer 1-2 conflict resolution trainings. [Annually]
- Hire additional part-time staff person. [Q2, 2020]



RELATIONSHIPS

GOAL:

GAAR strengthens relationships with members, industry partners, and the public.

OBJECTIVES:

- Develop a method for measuring member satisfaction and communication engagement. [January 1, 2020]
- Examine and revise as needed existing marketing platforms. [January 1, 2020]
- Collaborate with NMREC on relevant projects including licensing renewal and education tracking. [Ongoing]
- Foster a continued positive relationship between GAAR and SWMLS. [Ongoing]
- Develop and implement a public-facing “Value of a REALTOR®” program. [Q1, 2020]





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