



STRATEGIC PLAN

2017 - 2019



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2018 Approval Date:

2019 Approval Date:

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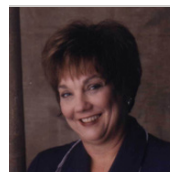
Jean
Duran



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Glass



Ginny
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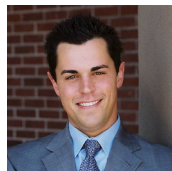
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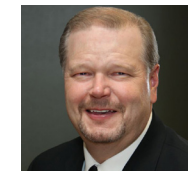
Channing
Kelly



Jolynn
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Damon
Maddox



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Strategic Planning *Environment*

A Look Back...

The Greater Albuquerque Association of REALTORS® finished 2016 with the launching of a new consumer website, NewMexicoHomeSearch.com. NewMexicoHomeSearch.com is a home search and life style website designed specifically with New Mexico homeowners, home buyers and home sellers in mind. By partnering with the New Mexico True tourism campaign and Multiple Listing Services around the state, we are providing the most accurate and extensive source for property listings and value-added advice for living in New Mexico.

NAR Core Standards

The Greater Albuquerque Association of REALTORS® completed their second successful submission of the NAR Core Standards. The Core Standards were approved by NAR's Board of Directors in May 2014, and were amended in May 2016 to replace the Organizational Standards. The purpose of Core Standards: to raise the bar for REALTOR® associations and ensure high-quality service for REALTORS®.

Competencies are demonstrated in six core areas:

1. Code of Ethics
2. Advocacy
3. Consumer Outreach
4. Unification Efforts and Support of the REALTOR® Organization
5. Technology
6. Financial Solvency

July 1, 2016 through December 31, 2017 will mark the period of the third compliance cycle.

Supra 2.0 – Lockbox Library Program

GAAR launched the new Lockbox Library Program in February of 2016 with it's first "True Up" period commencing September 2016. This new program provides the latest lockbox technology, the iBox BT LTE with Bluetooth® to members at no additional charge. Under the new program, all lockboxes are leased and maintained by GAAR rather than individual members. Members that participate in the lockbox program, will always have enough lockboxes for their listings.

With the conversion to the new Lockbox Library Program, the Association will save the membership \$1 Million over the six-year life of the contract. This new program will also help stop the inventory overflow problem that existed with the previous lockbox program.

GAAR.com – Newly Relaunched

Towards the end of 2016, gaar.com was re-worked and re-launched to make it more user friendly and more informative. This change was made to directly benefit our membership and provide a more robust, informative website.

Showingtime & 10k Statistics

These two new products will make it much easier for REALTORS® to deliver professional support and insights to their clients. Showingtime allows for easier collaboration between REALTORS® with home showings by scheduling and route mapping through an app on a smart phone.

10k ramps up the statistics in the hands of the REALTOR®. Now at their fingertips is the ability to customize statistics for any neighborhood in the greater Albuquerque area.

/// Strategic Principles

- 1 Relevance:** The Association must work to ensure brokers remain relevant to each other and to create an environment where REALTORS® can build meaningful, long-term relationships with consumers. Further, we must tell that story to consumers and promote the value that a REALTOR® brings to the real estate transaction.
- 2 Reputation:** The Association must be mindful of setting goals and objectives that enhance the professionalism of REALTORS®, continually improving the services they offer to consumers, and enhancing the productivity of members.
- 3 Relationships:** The Association plays a vital role in strengthening the relationship of the REALTORS® within their association, within the communities they serve, with the consumers, and with the national, state and local leaders who impact their lives.
- 4 Reinvention:** The Association must operate with openness, innovation and reinvention. As the real estate world changes, so too must the Association. The Association must continually innovate and adopt new technologies and business practices to meet the changing demands of members as they serve the consumer.
- 5 Reach:** The Association is an important link in preserving private property rights and promoting the fundamental value of private property ownership for our society.



GAAR Core Values



vi·sion [vizh-uhn]

noun

A place to stretch to get to; a statement that drives the organization to action; a statement that describes a desired future; a statement that is inspirational and aspirational; a statement that is future directed.

\\ Vision

GAAR envisions a community where REALTORS® are a vital part of every home's story, where home represents joy, hope, comfort and security.

\\ Mission

To provide our members with value-added products and services, employ leading-edge technology, uphold high ethical and professional standards, and advocate for private property rights.

\\ Purpose

GAAR is passionate about providing our members with requisite tools for success by constantly looking for ways to assist them in the ever-changing real estate market.

Clarify

Simplify

Promote

GAAR Strategic Plan at a Glance

The mission of the Greater Albuquerque Association of REALTORS® is to provide our members with value-added products and services, employ leading-edge technology, uphold high ethical and professional standards, and advocate for private property rights.



/// Strategic Objectives

- 1 Promote and support public policies that advance the real estate industry, private property rights, sustainable real property ownership, and housing opportunities.
- 2 Support and enhance a meaningful and long-term relationship between REALTORS® and consumers.
- 3 Be the most comprehensive, reliable, and accessible source of real estate information for REALTORS® and consumers.
- 4 Raise the competency and professionalism of REALTORS®.
- 5 Strengthen relationships with REALTORS® within the REALTOR® community.





STRATEGIC PLAN

In Detail



Strategic Objective 1

Promote and support public policies that advance the real estate industry, private property rights, sustainable real property ownership and housing opportunities.

Advocating for policies that assure a healthy real estate marketplace not only benefits REALTORS® but consumers and the economy. The legislative and regulatory landscape of the future will always be uncertain, but effective advocacy by REALTORS® is necessary to sustain and protect property rights, property ownership, and the orderly, efficient transfer of property in the United States.

In Practice

- GAAR supports policies that recognize and sustain the societal value of home ownership.
- GAAR supports policies that ensure housing affordability and accessibility for all.
- GAAR supports policies that sustain and protect property rights and the ability of consumers to effectively and efficiently engage in real estate transactions.
- GAAR supports candidates seeking election whose interests align with REALTORS®.
- GAAR collaborates with other entities on issues impacting the ability to own real estate to provide a united front when dealing with governmental and regulatory bodies.

1. Promote and support public policies that advance the real estate industry, private property rights, sustainable real property ownership and housing opportunities.

- Increase member engagement and involvement in advocacy through participation and increased RPAC contributions. *Reach*
- Collaborate with RANM to advocate for urban/rural legislation to reform for important issues facing our communities. *Reach*
- Increase the visibility of the REALTOR® profession in policy discussions that affect the regulatory environment surrounding the transaction, laws that may impact the ability of consumers to own a home, and other laws that may indirectly affect the attractiveness of ownership. *Reach*
- Continue to use Convio as a communication tool to keep members informed on important legislature and regulatory issues. *Reach*
- Advocate for reform of important issues facing the community (e.g. crime and education quality). *Reach*

Core Standard Requirements:

- ☐ II Advocacy: Include in the dues billing a voluntary contribution for RPAC.
- ☐ II Advocacy: Distribute information and communications for NAR and RANM regarding the value of investing in and the benefits received from the members' partnership with RPAC.
- ☐ II Advocacy: Demonstrate participation in Calls to Action delivered through the Realtor Action Center and provide proof of participation.
- ☐ II Advocacy: Demonstrate participation in Calls to Action delivered through RANM and provide proof of participation.
- ☐ II Advocacy: Demonstrate advocacy engagement.

In Practice

- Through REALTOR® advocacy and communications efforts, consumers understand the long-term benefits of real estate ownership.
- Consumers recognize that a REALTOR® is integral to the real estate transaction, adheres to a strict Code of Ethics, and an advocate for their interests which builds long-term relationships.
- Consumers recognize that REALTORS® are a trusted source of accurate data and information on the local real estate market.
- GAAR promotes a high level of engagement and involvement in the communities that members serve.
- GAAR promotes and protects diversity in home ownership and proactively embraces new and different concepts of housing in community development.

Strategic Objective 2

Support and enhance a meaningful and long-term relationship between REALTORS® and consumers.

The Association enjoys an increasingly diverse membership. The concept of strength in numbers is furthered by Association of REALTORS®. The ability to cooperate and assist with the completion of transactions in an efficient and orderly manner is promoted through the association's products, programs, and services. Through the association, REALTORS® live and work in the community and, consequently, are totally vested in the betterment and improvement of the community at large. The Association is known in the Greater Albuquerque Area as the "Voice for Real Estate."

2. Support and enhance a meaningful and long-term relationship between REALTORS® and consumers.

- Improve usability and functionality of the consumer website. Collaborate with REALTOR.com and with NewMexicoHomeSearch.com to create a reputation management system. This way consumers can rate our members on performance and professionalism. **Relevance**
- Launch a consumer research panel to glean valuable information for the professionalism of members. **Reputation**
- Promote and train members to better utilize the 10k Statistic application provided to the membership as an additional tool to enhance the relationship between REALTORS® and consumers. **Relevance**
- Train members on best ways to serve the needs of today's consumers. **Reputation**
- Position GAAR REALTORS® as the experts in local real estate. **Relationships**

Core Standard Requirements:

- ❑ III Consumer Outreach: Demonstrate engagement in not less than four meaningful consumer engagement activities:
- ❑ III Consumer Outreach: Being the “Voice for Real Estate in the Greater Albuquerque Area” by promoting market statistics and/or real estate trends and issues.
- ❑ III Consumer Outreach: Promoting the value proposition of using a REALTOR® and/or engaging in community activities which enhance the image of a REALTOR®.
- ❑ III Consumer Outreach: Engage the public in legislative/political issues that impact real estate and related issues.
- ❑ III Consumer Outreach: Organize human resources on fundraising for the benefit of charitable community organizations.

Strategic Objective 3

Be the most comprehensive, reliable, and accessible source for real estate information for REALTORS® and consumers.

Consumers face an ever-widening array of sources claiming to provide comprehensive, authoritative data and information to meet their real estate needs. With REALTOR® association support, REALTORS® are the go-to source for credible data and information about the real estate market. As the amount of information continues to grow, the value of REALTORS® local expertise increases. So, too, does the need for the Association to help condense and digest the myriad of data available.

In Practice

- GAAR delivers valuable, compelling data that members can use in their role as a REALTOR®.
- GAAR supports REALTOR®-centric transaction management and data platforms.
- GAAR provides reliable local market data to REALTORS® and consumers.
- GAAR assists consumers in meeting legal disclosure requirements, i.e. PIDs, HOAs, etc.

3. Be the most comprehensive, reliable, and accessible source for real estate information for REALTORS® and consumers.

- Create and present courses on better understanding the listing and purchase agreements and other pertinent forms. **Reputation**
- Research needs of brokerages of various sizes. Determine a service model for each. **Relationship**
- Partner with brokers to provide information and guidance on business topics, i.e. health insurance, financial planning, tax planning, etc. **Relationship**
- Continually enhance NewMexicoHomeSearch.com to keep it user-friendly and relevant. **Relevance**
- Continue to retrain the staff to be subject matter experts that allow interaction with members on a whole new level. **Reinvention**

Core Standard Requirements:

- ☐ III Consumer Outreach: Brand the “Voice for Real Estate in the Greater Albuquerque Area” on all association material.
- ☐ III Consumer Outreach: Promote the value of using a REALTOR® through flyers, press releases and media campaigns.

In Practice

- Consumers recognize that REALTORS® live the highest level of professionalism embodied in the Code of Ethics.
- GAAR supports efforts to strengthen licensing.
- GAAR supports efforts to provide quality education and training for members.
- GAAR supports efforts to uniformly enforce professional standards.
- GAAR supports efforts to lift the professionalism of REALTORS® benefiting the Association and its members.

Strategic Objective 4

Raise competency and professionalism of REALTORS®.

Consumers expect to work with a competent professional when completing a real estate transaction. REALTORS® also expect high levels of competence when working with their peers. A visible and successful campaign to lift the professionalism of REALTORS® benefits both the association and its members.

4. *Raise the competency and professionalism of REALTORS®.*

- Partner with our members in utilizing the technology offerings of the association through a variety of learning opportunities. **Reach**
- Ensure that members understand how products and services can aid them in their brokerages. This will assist the member to succeed at higher levels of professionalism. **Relevance**
- Consider ways to stay abreast of emerging trends. **Reinvention**
- Assist REALTORS® in managing their online reputations by providing information and tools to monitor online activity. **Reinvention**
- Set a higher standard of professionalism, promote and enforce it. Research professionalism training as a requirement of membership. Consider methods of reporting bad behavior. Tie all member types to the expectations. **Reputation**
- Get back to basics with a focus on manners such as being more respectful and collaborative. Demonstrate proper, professional behavior with video. **Reputation**
- Move beyond NAR's Core Standards and raise the bar to achieve a higher standard. **Reputation**
- Increase the amount of certification and designation courses offered at the Association for the increased opportunity for members to increase their professionalism. **Relevance**
- Promote REALTOR® safety by increasing safety class offerings and to continue to dedicate every September as REALTOR® Safety Month. **Relevance**
- Review, implement and educate on the RealSafe agent app for our members. **Relevance**

Core Standard Requirements:

- ☐ IV Unification Efforts: To provide resources for leadership development education and/or training for the REALTOR® members.
- ☐ IV Unification Efforts: Conduct and promote REALTOR® safety throughout the year.

Strategic Objective 5

Strengthen relationships with REALTORS® and within the REALTOR® community.

The Association enjoys diverse membership. Meaningful interaction and engagement with members enhances the ability of the Association to understand their needs. By and through the Association, opportunities for innovation arise that support member's business interests.

In Practice

- Members know GAAR's value proposition and understand what the association does to support their business success.
- GAAR gives opportunity to members to engage with Association leadership and make their voices heard.
- GAAR focuses resources and engagement on members who are regularly and actively engaged in real estate as their primary business.
- GAAR collaborates with members, state and national associations to further the interests of the REALTOR®.

5. Strengthen relationships with REALTORS® and within the REALTOR® community.

- Continue a member outreach program that addresses the needs of the member. **Relationships**
- Partner with other REALTOR® organizations for greatest impact. **Relationships**
- Consider how to best help busy brokers by making information from various sources, i.e. RETechnology.com, bite size. **Reinvention**
- Build stronger relationships with other organizations i.e. builders, developers, mortgage, title, and others related to or with a vested interest in the real estate industry . **Reach**
- Position GAAR and its leadership on the National front as a progressive and forward thinking leader. **Reputation**
- Continue to have external annual audits by a local reputable CPA firm. **Reputation**
- Continue to ensure fiscal integrity through financial policies and internal controls. Review policies on a regular basis to safeguard the Association's operations. **Reputation**
- Review and possibly implement the Trustfunds application to assist in protecting the best interests of homeowners. **Relationships**
- Fully leverage the new membership software's capabilities to expand communications to the membership. **Reinvention**
- Continue to promote NewMexicoHomeSearch.com to the consumer and multiple listing services throughout the state that have yet to partner with GAAR in the endeavor. **Reputation**
- Re-launch and promote gaar.com as the improved resource for the Association's membership. **Reinvention**

5. *Strengthen relationships with REALTORS® and within the REALTOR® community.*

Core Standard Requirements:

- ☐ V Technology: Every association must have an interactive website; provide access to professional standards and arbitration filing processes on the website; and includes links to the websites of the other levels of the association for promotion of member programs, products and services.
- ☐ V Technology: Every association must utilize an email and/or internet based means for member communication.
- ☐ VI Financial Solvency: Every association must adopt policies to ensure the fiscal integrity of their financial operations.
- ☐ VI Financial Solvency: Every association must have an annual audit, review or compilation conducted by a CPA.

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.

President/Chairman's signature

Date

President-Elect/Chairman's signature

Date

Association Executive's signature

Date

Strategic/Business *Plan Certification*

GAAR Director Signature

Date

GAAR Director Signature

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GAAR Director Signature

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