



Spartanburg Association of REALTORS®

2021 Strategic Plan

Mission Statement

The Mission of the Spartanburg Association of REALTORS® is to provide members with information regarding the resources available to them through the local, state, and national associations that will promote professional and ethical services to the public. The Association will also advocate for REALTOR® values and promote the REALTOR® Brand.

1. Key Result Area – Education

Goal: Facilitate member access to professional development courses

Strategies	Assigned to	Timeline	Cost
Provide continuing education classes to assist members in meeting state licensing requirements	Staff & Education Work Group	Ongoing	
Continue to offer non-CE classes in both online/anytime and virtual classroom format	Staff	Ongoing	
Promote programs that will enhance professionalism and increase competency	Staff	Ongoing	
Promote programs to educate members on the use of technology tools	Technology Work Group & Staff	Ongoing	
Promote opportunities to meet the 2.5 hours of Code of Ethics training requirement	Staff	Ongoing	
Provide quarterly BIC updates and special reports	Leadership & Staff	Quarterly	

2. Key Result Area Membership

Goal: Provide education, information, services, and training for REALTOR® members

Strategies	Assigned to	Timelines	Cost
Encourage new and existing members to serve on an association committee	Leadership & Committee Chairs	Ongoing	
Identify future leaders through their involvement in the association and community	Leadership, Committee Chairs & Staff	Ongoing	
Promote resources of SAR, SCR, and NAR	Leadership, Chairs & Staff	Ongoing	
Include SCR/NAR updates at membership meetings	Leadership	Quarterly	
Utilize electronic communications including social media to convey information	Public Relations, Staff & Leadership	Ongoing	
Provide quarterly general membership meetings, including annual meeting in September	Leadership & Staff	Quarterly	
Provide speakers on topic of interest at an accessible location	Leadership, Education WG, Chairs & Staff	Ongoing	
Survey members to assess services and benefits of the Association	Leadership, Chairs & Staff		
Increase affiliate membership and promote benefits to affiliates	Leadership, Aff. Task Force & Staff	Ongoing	
Promote information, services, and events using Social Media	Public Relations, Leadership & Staff	Ongoing	
Customize New Association Website for the Members and Consumers	Technology WK & Staff	First Quarter & Ongoing	

3. Key Result Area: MLS

Goal: Provide the latest MLS technology at an affordable price

Strategies	Assigned to	Timelines	Cost
Cooperate with all upstate REALTOR® Associations	Leadership & Staff	Ongoing	
Update MLS Bylaws and Rules and Regulations to ensure compliance with NAR	Leadership & Staff	Ongoing	
Promote accuracy of MLS data by implementing data checker program	Leadership & Staff	Ongoing	
Promote compliance with fair housing laws through fair housing word checks	Staff	Ongoing	
Update MLS Rules and Regulations to incorporate any required changes from NAR BOD or US Department of Justice	Leadership & Staff	Ongoing	

4. Key result area: Legislative Advocacy

Goal: Monitor legislative activities, increase advocacy, and increase RPAC participation

Strategies	Assigned to	Timelines	Cost
Conduct candidate screenings and recommend candidates for elected office	GAD & Govt. Affairs Com	Ongoing	
Monitor Spartanburg city and county council meetings and report items of interest to members	GAD & Govt. Affairs Com.	Ongoing	
Invite SCR lobbyists for legislate updates at membership meetings	GAD & Staff	June	
Provide information on how to participate in state and national lobbying activities and calls to action	GAD & Staff	Ongoing	
Promote legislative advocacy through weekly update and using other electronic tools	GAD & Staff	Ongoing	
Meet NAR RPAC goals	GAD, Govt. Affairs & Staff	January-October	
Apply for NAR fundraising grant	GAD & Staff	March	
Increase RPAC membership participation by 5% of 2020 contributors (410 x 5%)	GAD, Govt. Affairs Com, & Leadership	January-October	
Provide information regarding RPAC and REALTOR® Party successes	GAD, Govt. Affairs Com. & Staff	Ongoing	

5. Key result area: Community Service and Involvement

Goal: To increase member participation in community service activities and promote the REALTOR® brand

Strategies	Assigned to	Timelines	Cost
Host and promote at least four fundraising events to benefit local charities	Community Service Com. & Staff	Ongoing	
Provide information to members regarding opportunities to volunteer at the Spartanburg Soup Kitchen	Community Service Com. & Staff	2 nd Friday of each month	

6. Key result area: Diversity, Equality and Inclusion (DEI) and Fair Housing

Goal: Establish a proactive position to promote Diversity, Equality and Inclusion (DEI) and Fair Housing.

Strategies	Assigned to	Timelines	Cost
Create a plan to advocate and promote (DEI) and Fair Housing within Association	Diversity WG, Leadership & Staff	Ongoing	
Promote Fair Housing and Housing Opportunity within the Association and Community	Housing Opportunity Com. & Staff	Ongoing	

7. Key Result Area: Core Standards

Goal: Review, implement, complete and document programs and activities that meet core standards requirements for the qualifying year

Strategies	Assigned to	Timelines	Cost
Review NAR Core Standards and FAQ's	Leadership & Staff	Ongoing	
Chart requirements and compare to current offerings and programs to identify any weaknesses and determine corrective measures	Leadership, Com. Chairs & Staff	Ongoing	
Complete online reporting requirements in advance of annual deadline	Staff	Ongoing	

8. Key Result Area: Financial Solvency, Staff, and Building

Goal: Adopt policies and procedures to ensure fiscal integrity of financial operations

Strategies	Assigned to	Timelines	Cost
Evaluate future staffing needs based on services provided and membership numbers	Treasurer, Finance Com. & Staff	Ongoing	
Monitor monetary policies of the association and MLS	Treasurer, Finance Com. & Staff	Ongoing	
Conduct annual audits of finances to include accountant's report	CPA	June	
Evaluate building needs and assess city, state, and federal compliancy requirements to develop an action plan	Building Com., Leadership & Staff	Ongoing	