

# Gainesville-Alachua County Association of REALTORS®

## 2015-2017 Strategic Plan

### GACAR Mission

The Mission of the Gainesville-Alachua County Association of REALTORS® (GACAR) is to advance member's professionalism through quality education and resources, while upholding the REALTORS® Code of Ethics.



### GACAR Vision

To be the voice of real estate in Gainesville and surrounding areas.

### GACAR Values

#### *External Values*

- Quality of Life: We support private property rights, quality of life for our communities, and help shape public policy on housing related issues.
- REALTORS® Image: We promote the image of the Association so that it is viewed as the voice of real estate in our communities.
- Community Advancement: We promote the advancement of the community through our involvement with various professional, political, & charitable organizations.
- Commercial/Business: We support those serving the public in marketing, locating and leasing businesses and investments.

#### *Internal Values*

- Attributes: We pursue a high level of integrity, honesty, and respect.
- Meaningful Communication: We continually pursue the never-ending improvement of communication.
- Participation: We continually strive to encourage participation of our members professionally and in our communities.
- Value of the REALTORS®: We promote member professionalism, ethical practice and continual education.

### GACAR Goals and 2015-2017 Objectives

#### **Key Result Area: ADVOCACY AND INFLUENCE**

**GOAL 1:** Fully engage and leverage the power and influence of all stakeholders – including consumers – who benefit from our current real estate market.

- Educate the membership and public on real estate related political issues. When applicable, support a specific position.
- Inform membership and public on candidates real estate related platforms.
- Create a culture of informed stakeholders (REALTORS®, Property Owners, Chamber, BANCf, tenants, investors, etc.) that are ready to support GACAR calls-to-action.
- Give REALTORS® and other stakeholders who ascribe to the REALTORS® Party positions the opportunity to direct, develop, and influence public policy.
- Utilize the resources available through stakeholders.

#### **Key Result Area: COMMUNICATION AND OUTREACH**

**GOAL 2:** Deliver a concise and compelling message defining REALTORS® as a trusted advisor and consumer advocate.

- Stay in-tune with key issues about private property rights to inform the members and public; attend government meetings (City and County) to deliver a concise message advocating private property right issues.
- Develop and promote the GACAR image in the community by coordinating and/or participating in civic and philanthropic efforts.

- Educate consumers by providing relevant market statistics.

**GOAL 3:** Clarify and strengthen the relationship between other REALTORS® associations and brokers to better engage and serve the members.

- Pending GACAR support, partner strategically with local association on statewide political issues in order to be more effective.
- Improve communications and make communication vehicles more available to other REALTORS® associations.
- Improve secondary membership attendance at local events.

#### **Key Result Area: VALUE TO MEMBERS**

**GOAL 4:** Develop education, resources and tools that enhance member productivity, professionalism, and profitability. Draw upon the unique assets and competence of GACAR.

- Promote and engage members in RPAC and Great American REALTORS® Days.
- Utilize the resources and tools that RPAC, GACAR, Florida REALTORS® (FR), and National Association of REALTORS® (NAR) offer to educate members and enhance their productivity and profitability.
- Develop talking points to distribute to members on all positions taken.
- Offer tools and resources that members can customize and share.
- Identify, review and recommend potential technologies that may enhance the practice of Real Estate for the general membership.
- Maintain a viable professional standards process to enforce the Code of Ethics and provide arbitrations and mediation as member services.

**GOAL 5:** Ensure that members are aware of and can access GACAR, FR, and NAR programs and services.

- Welcoming new members and improving overall communications.
- Inter-Association support of committees working to aid the Members or Community.
- Promote the programs and services that GACAR offers.

**GOAL 6:** Be the source for accurate, timely and complete data on the local real estate market for members.

- Host member statistics platform to provide market statistics.
- Aggregate and communicate market data to all stakeholders.

#### **Key Result Area: LOCAL ASSOCIATION RELATIONS AND SUPPORT**

**GOAL 7:** Build strong, effective relationships with other local associations as full partners in serving the members and representing the interests of the real estate industry and property owners.

- Pending GACAR support, partner strategically with local associations on statewide political issues in order to be more effective.
- Come together as one in community efforts where we have common goals.

#### **Key Result Area: MEMBER ENGAGEMENT AND LEADERSHIP DEVELOPMENT**

**GOAL 8:** Cultivate the involvement of real estate professionals through targeted outreach efforts.

- Develop education pieces on candidates and issues and disseminate them effectively; Conduct candidate interviews and educate members on candidates and their platforms.
- Conduct annual voter registration drives.
- Establish key contacts with local officials.
- Mine, collect and utilize data on members to better leverage member skill sets and strengths to move GACAR ideals and issues forward.
- Develop convenient ways for members to participate and contribute their ideas and expertise.
- Promote the GACAR leadership program.
- To increase the understanding of how the Association relates to and works with FR and NAR.
- Engage and utilize designation courses offered through local associations, FR, and NAR.