



LAREDO ASSOCIATION OF REALTORS®

2022-23 Strategic Plan

Our Mission: The Laredo Association of REALTORS® advocates for REALTORS® and private property rights in our community and promotes high ethical standards to enhance member success.



Advocacy

Promote a culture of knowledge and engagement in the political process that demonstrates value to our industry and consumers.

Strategic Goals:

- Develop a strategic marketing plan that communicates **why** we engage in advocacy and **how** engagement benefits the industry, consumers and private property rights.
- Incorporate modern technology and communication styles, such as short video, to communicate with members.
- Promote advocacy as a member benefit and communicate how advocacy positively impacts members' businesses.
- Promote TREPAC at every event and recognize major investors through all communication channels.
- Specifically communicate with new members about the value of TREPAC and the REALTOR® organization's emphasis on advocacy.
- Explore public advertising opportunities to communicate advocacy efforts to consumers.
- Establish Board of Directors members as key resources to members on advocacy issues.



Consumer Outreach

Be the trusted voice and the resource on real estate in the community we serve.

Strategic Goals:

- Promote the LAR and REALTOR® brands on real estate issues and market statistics.
- Promote the value of what REALTORS® do as industry experts in a real estate transaction to simplify the process for the consumer.
- Engage in real estate-related community initiatives, partnerships and outreach efforts to showcase how REALTORS® give back and support community service.
- Utilize social media and press releases to enhance local presence of the REALTOR® brand and value.
- Increase LAR involvement in coalitions and partnerships in the community that impact real estate.
- Explore the use of paid advertising that highlights pro-consumer messaging to demonstrate the relevancy of a REALTOR®.
- Promote Fair Housing as an important initiative that supports the industry's diversity and inclusionary efforts.



Member Engagement & Services

Enhance our relationship with members through trust, value and communication and create a member experience which enhances the benefit and relevance of engagement.

Strategic Goals:

- Promote the unity, diversity and member-focused approach of the LAR Board of Directors. Focus on re-establishing trust with members through transparency and communication of goals and actions.
- Host and promote more events and networking opportunities to help establish a community of REALTORS®.
- Promote and provide training on member services.
- Establish a communication and education strategy that promotes the value and benefits of changing our MLS structure.
- Revise MLS policies to be less focused on sanctions, while maintaining the integrity of MLS data.
- Promote a culture that values member input and innovation through partnership with brokers and members.
- Enhance participation through diverse communication strategies – communicate with members according to their communication preferences.
- Create a culture of positivity, reward and recognition to enhance engagement.
- Broaden member involvement by encouraging LAR members to attend Texas REALTORS® meetings and events and to volunteer to serve on state-level committees.



Professionalism & Education

Be the valued resource for professional development to enhance member success.

Strategic Goals:

- Encourage consistent utilization of education and training resources on use of our MLS.
- Embrace diversity, equity and inclusion programming in the delivery of program content.
- Provide opportunities for leadership development for Board of Directors and elected leaders focused on volunteer leadership roles and service to membership.
- Explore options for greater LAR member participation in the Texas REALTORS® Leadership Program through collaboration with other local REALTOR® associations.
- Offer in-person and virtual delivery of educational opportunities that enhance member competency and professionalism and offer specialty educational programming to increase member engagement and industry knowledge.
- Collaborate with Affiliate companies for expanded educational opportunities for members.