



Strategic Plan

2024 - 2026

Mission

To promote the ethical behavior of our members, to protect private property rights in the community and the state, and provide quality education, programs, products and services that help our members enhance their business success.

Vision

East Polk County Association of REALTORS® and its members are to be "the source" for ethical and professional real estate services for the community and the county they serve.

Summary Strategic Priorities & Goals

1 - Professionalism

- 1.1 - Develop a New REALTOR® Certification Program, enrolling 10% of new members annually.
- 1.2 - Explore creating a Peer-to-Peer Mentor Program to further develop members.
- 1.3 - Increase member understanding of and involvement in leadership through the creation of a Leadership Development Program.
- 1.4 - Enhance member professionalism through the offering of designations, certifications, and pathways based on member experience.

2 - Advocacy

- 2.1 - Raise awareness surrounding the impact of advocacy on our members' business and community, resulting in an increase in RPAC participation, contributions, and Major Investors annually.
- 2.2 - Engage local governments and be the resource surrounding public policy decisions, thus protecting private property rights.

3 - Outreach

- 3.1 - Increase member engagement through various communication methods.
- 3.2 - Increase broker engagement and communication to enhance the overall relationship.
- 3.3 - Identify community organizations and entities that align with the mission and vision of East Polk County Association of REALTORS®.
- 3.4 - Increase presence and awareness in the community through taking part in events and enhancing communication.

4 - Leadership & Operations

- 4.1 - Establish a leadership candidate program to build leaders to serve on the East Polk County Association of REALTORS® Board of Directors.
- 4.2 - Ensure the bylaws, policies, and procedures are up-to-date and aligned with State Statutes.
- 4.3 - Increase accountability and transparency through communication to members of the association's organizational priorities.

Goal 1

Develop a New REALTOR® Certification Program, enrolling 10% of new members annually.

Strategies

- 1.1.1 - Create a New Member Certification Curriculum Committee to build and deploy the New REALTOR® Certification Program.
- 1.1.2 - Develop and deploy the New REALTOR® Certification Program.

Strategic Priority 1: Professionalism

East Polk County Association of REALTORS® is focused on enhancing professionalism within our industry through relevant educational offerings and professional development programs while expanding the understanding of, adherence to, and recognition of the Code of Ethics.

Goal 2

Explore creating a Peer-to-Peer Mentor Program to further develop members.

Strategies

- 1.2.1 - Determine the need for the program and those interested in being mentors.
- 1.2.2 - Develop qualifications for being a mentor in the program.
- 1.2.3 - Build a framework for program and curriculum.
- 1.2.4 - Set expectations for mentors and mentees.
- 1.2.5 - Deploy the program, matching mentors and mentees.
- 1.2.6 - Host Peer-to-Peer Mentor luncheons to connect members and identify opportunities for additional relationship building.

Goal 3

Increase member understanding of and involvement in leadership through the creation of a Leadership Development Program.

Strategies

- 1.3.1 - Engage the Leadership Academy task force or similar member committee to develop the framework of the Leadership Development Program.
- 1.3.2 - Identify elements to include in the buildout of the program.
- 1.3.3 - Promote the program via the EPCAR website, social media channels, newsletter, General Membership Meetings, and during other courses.
- 1.3.4 - Gather member feedback and testimonials upon completion of the program to further develop the content provided and engage more members to participate.

Goal 4

Enhance member professionalism through the offering of designations, certifications, and pathways based on member experience.

Strategies

- 1.4.1 - Note current designation and certification pathways available in the association and identify designations and certifications that meet members' needs to be added.
- 1.4.2 - Create pathways of professional development based on varying levels of member experience to enhance professionalism at all stages.

Goal 1

Raise awareness surrounding the impact of advocacy on our members' businesses and community, resulting in an increase in RPAC participation, contributions, and Major Investors annually.

Strategies

- 2.1.1 - Identify opportunities to broaden members' understanding of the value of advocacy utilizing direct communication.
- 2.1.2 - Engage with new and young members to increase participation and share the importance of fair share investments.
- 2.1.3 - Encourage broker involvement by engaging their team and office in the value of RPAC.
- 2.1.4 - Increase Major Investors year over year.
- 2.1.5 - Increase member investment in RPAC at all levels annually to exceed our Florida REALTORS® target goal.

Strategic Priority 2: Advocacy

As the leading voice for advocacy in the real estate space, East Polk County Association of REALTORS® will continue to lead in the area of public policy, advocacy efforts, and investment in our PAC. Our efforts are focused on supporting our members' business success and protecting private property rights.

Goal 2

Engage local governments and be the resource surrounding public policy decisions, thus protecting private property rights.

Strategies

- 2.2.1 - Develop a local key contact program, furthering EPCAR as the resource for real estate.
- 2.2.2 - Proactively identify issues surrounding real estate and REALTORS® before they arise.
- 2.2.3 - Host regular public policy events and meetings with political and community leaders to engage and enhance the relationship with EPCAR and key contacts.
- 2.2.4 - Encourage member participation in Great American REALTOR® Days.

Goal 1

Goal 1: Increase member engagement through various communication methods.

Strategies

- 3.1.1 - Identify documents that can be shared with members, e.g., minutes.
- 3.1.2 - Engage members through a robust social media presence.

Strategic Priority 3: Outreach

As a member-lead and member-focused organization, East Polk County Association of REALTORS® will continually create meaningful opportunities to connect with our members and ensure they know and understand the value the association provides for them and their businesses. Additionally, as the voice for real estate, we will increase the public's awareness of the work we do, the role we play, and the impact we make in and on our communities.

Goal 2

Increase broker engagement and communication to enhance the overall relationship.

Strategies

- 3.2.1 - Survey brokers to determine their concerns, desires, and needs that would be beneficial to them and their brokerage.
- 3.2.2 - Schedule visits to brokerages to engage brokers in getting back into EPCAR to see all that the association has to offer and the resources available.
- 3.2.3 - Explore hosting quarterly breakfasts/meetings for brokers surrounding a variety of topics relevant to brokers and their businesses.

Outreach

Goal 3

Identify community organizations and entities that align with the mission and vision of East Polk County Association of REALTORS®.

Strategies

- 3.3.1 - Create a Strategic Partner Matrix outlining organizations EPCAR may want to partner with in the community.
- 3.3.2 - Utilize the Strategic Partner Matrix to guide decisions when the association is approached for support, furthering the mission of being a business organization.

Goal 4

Increase presence and awareness in the community through taking part in events and enhancing communication.

Strategies

- 3.4.1 - Utilizing the Strategic Partner Matrix and reviewing community events and sponsorship opportunities, identify and determine community events to sponsor.
- 3.4.2 - Engage various media sources sharing EPCAR's activity in the community, be it charitable, informative, etc.

Outreach

Goal 1

Goal 1: Establish a leadership candidate program to build leaders to serve on the East Polk County Association of REALTORS® Board of Directors.

Strategic Priority 4: Leadership & Operations

The future success of our association is dependent upon the development of future leaders and the effective operations of our association. East Polk County Association of REALTORS® will place specific emphasis on developing current and future leaders to serve within our association and throughout our community while also ensuring we create alignment for fiscal, operational, and organizational excellence.

Strategies

- 4.1.1 - Develop initial training/list of expectations, roles, and responsibilities materials to provide candidates prior to applying for a Board of Directors role.
- 4.1.2 - Create a Leadership Academy task force to develop the core initiatives included in the Leadership Academy.
- 4.1.3 - Develop the two- to three-day Board of Directors training to provide post-appointment.
- 4.1.4 - Build Leadership Academy to precede any member's Board of Director appointment.

Goal 2

Ensure the bylaws, policies, and procedures are up-to-date and aligned with State Statutes.

Strategies

- 4.2.1 - Review current bylaws, policies, and procedures, noting areas in need of updates and revision.

Goal 3

Increase accountability and transparency through communication to members of the association's organizational priorities.

Strategies

- 4.3.1 - Provide association updates at General Membership Meetings.