



# OBAR Strategic Plan 2022-2024

*HELPING OUR MEMBERS MAKE MONEY AND SAVE MONEY*

## Education/Skills



Teach our members the skills that will help them:

- Build the REALTOR® Brand
- Keep members compliant with the Code of Ethics
- Deliver a better consumer experience

## Multiple Listing Services



- Generate income for the Association
- Continue being a great member benefit
- Protect our data

## Professional Development/Life



- Enable our members to develop their lives and their businesses by:
  - Enhancing the REALTOR® Brand
- Enable our members to deliver quality service to their consumers
- Offer more value to our members

## REALTOR® Value



- Communicating the value of working with a REALTOR® AND the value of being a REALTOR® by:
- Enhancing the REALTOR® Brand
  - Enabling our members to make money and save money

## Community Partners



- Generate non dues revenue
- Provide professional development and education (skills) classes conducted by our Community Partners

## Education/Skills



- Ethics
- Professional Courtesies
- Communications (Rentals/Sales)
- Forms & Real Estate Language
- BIC Education
- Client Expectations
- Technology Skills
- Checklist for Offers, Closing/Pre/Post Sale
- Listings and Rentals

## Multiple Listing Services



- Survey: What Do You Want?
- Protect our Data
- Integrity of MLS Data
- Education (videos, etc)
- ShowingTime
- SentiLock
- Customer Outreach
- Experienced Service
- Audit/Cross Check

## Professional Development/Life



- BIC: Shared Knowledge is Empowerment
- KIP: Knowledge is Power
- Time Management
- Accountably
- Mentorship
- Money Management (Taxes, Credit Score, etc.)
- Higher Education is Value
- Teams
- Leadership Skills
- Retirement Planning
- Insurance
- How to Be Nice
- Customer Experience
- Psychology/Therapy
- Negotiation
- Wealth Management

## REALTOR® Value



- Service NOT Sales
- Marketing/Advertising
- Tell Our Story
- Relationships
- Trusted Advisor
- Code of Ethics
- Local Expert for Data/Market
- Guide the Process

## Community Partners



- More Access to Members
- Teach and Share
- Target Profession
- Marketing—Promos
- Study This!