

STRATEGIC PLAN  
OF THE  
DEL RIO BOARD OF REALTORS®

The function of the Del Rio Board of REALTORS® is to serve the membership with education, professional competence, public awareness, political involvement, and social activities. All of this and more is accomplished with cooperation with the Texas Association of REALTORS® and the National Association of REALTORS®.

I. CONSUMER OUTREACH:

OUR OBJECTIVE: To participate in a minimum of four meaningful consumer outreach activities annually.

- A. The board will conduct 2 activities demonstrating how the board is the “Voice for Real Estate” in the community.
  - 1. Activities may include, but not limited to:
    - a. Promotion of market stats and/or trends and issues through President Columns or press releases or other events.
- B. The board to conduct at least 2 activities demonstrating the board’s involvement and/or investment in the community.
  - 1. Activities may include, but not limited to:
    - a. Stories (press releases, social media) explaining the value of a REALTOR® to home buyers and/or sellers
    - b. Partner with chamber of commerce to education consumers on local real estate market and opportunities
    - c. Organize fundraiser activity to benefit a community organization.
- C. The board to conduct at least 2 activities demonstrating the board’s involvement and/or investment in the community regarding Diversity, Equity, Inclusion and Fair Housing
  - 1. Activities may include, but not limited to:
    - i. Complete the course, At Home With Diversity, offered through NAR
    - ii. Partner with chamber of commerce to education consumers on local real estate market and opportunities
    - iii. Use social media to share fair housing information, stats and resources.
    - iv. Sponsor event that explains benefits of homeownership
    - v. Participate in community fundraiser drive or event
    - vi. Organize fundraiser activity to benefit a community organization.

## II. COMMUNICATIONS WITH MEMBERSHIP:

OUR OBJECTIVE: To continually communicate with REALTORS® and Affiliates to develop leaders for committees, community involvement and directors.

- A. To ensure the membership stays up to date with all of the latest information available from the local, state and national associations and from the Texas Real Estate Commission
- B. All information will be communicated through social media, emails and, as time allows, direct mail.
- C. Promote and provide MCE for membership using emerging technology of "Distance Learning" and classroom participation.
- D. Educate all members of the value of being a REALTOR® and *"as we get better, everything gets better"*.
- E. Create an Association Facebook page (for members only and open to public).

## III. GOVERNING DOCUMENTS:

OUR OBJECTIVE: Ensure all Association's governing documents are consistent with NAR Policy.

- A. Association Bylaws, MLS Rules and Regulations and professional standard procedures approved annually by NAR.
- B. Elections and membership/business meetings are conducted in accordance with Bylaws
- C. Assure Membership is available on reasonable and nondiscriminatory terms.
- D. Del Rio Board of REALTORS® shall adopt and maintain corporate documents, policies and procedures that conform to all local, state and federal laws.
- E. Del Rio Board of REALTORS® will adopt a Strategic Plan which will be adopted annually.
- F. The Association Executive will be required to complete a minimum of six hours of REALTOR® association professional development on an annual basis.
- G. The Del Rio Board of REALTORS® will promote to its members the importance of participating in NAR conducted efforts to assess member understanding of the overall value provided by the association at all three levels of the REALTOR® organization.
- H. The Del Rio Board of REALTORS® will submit an annual report from a CPA which includes an accountant's review report on an annual basis.
  - 1. The Executive Board will present a proposed Budget and approve any adjustments to the Budget during the year.
  - 2. The Del Rio Board of REALTORS® will provide the National Association of REALTORS® and the Texas Association of REALTORS® the name and a copy of the compilation report.

#### IV. LEGAL STATUS:

- A. The Del Rio Board of REALTORS® will maintain independent legal counsel available at all times. The Del Rio Board of REALTORS® will continue a working relationship with a local attorney on an hourly fee basis.
- B. Legal Counsel will help The Del Rio Board of REALTORS® to maintain policies and procedures that conform to local, state and federal laws, including the filing of necessary reports and documents.
- C. Legal Counsel will be available for all matters involving legal representation including but not limited to hearings and consultations.

#### V. DUES COLLECTION:

OUR OBJECTIVE: The Del Rio Board of REALTORS® will enforce the dues formula as outlined by NAR through a management agreement with the Texas Association of REALTORS®.

- A. The Del Rio Board of REALTORS® will perform a quarterly audit with information supplied by TAR to assure that every licensee affiliated with a firm comprised of REALTOR® principals is either a member or that the “designated” REALTOR® pays dues based on the number of non-member licenses affiliated with the firm.
- B. Del Rio Board of REALTORS® will require new LFRO agreements, as they may exist from time to time, to be updated and signed by the Designated REALTOR® at the time annual board dues are collected each year. TAR Staff will maintain the records throughout the year to ensure they are updated as soon as changes are made.

#### VI. ORIENTATION:

OUR OBJECTIVE: The Board will host an Orientation on an as needed basis. The Orientation will cover the following: a minimum of three hours of Code of Ethics training, Del Rio Board of REALTORS® Bylaws training, MLS policies, procedures and operating the MLS System, information concerning the privileges and obligations of membership.

#### VII. CODE OF ETHICS:

OUR OBJECTIVE: Assure the membership of the Del Rio Board of REALTORS® has Code of Ethics training on a continuing basis, has a viable process to enforce the Code of Ethics and assure mediation services are available to membership.

- A. The Del Rio Board of REALTORS® administers professional standards enforcement through an agreement with the Texas Association of REALTORS®.
- B. The Del Rio Board of REALTORS® offers Ombudsman service free of charge with an agreement with the Texas Association of REALTORS®.

VIII. ADVOCACY

OUR OBJECTIVE: Encourage all members to actively participate in Political Advocacy programs with the Board.

- A. The board will include in their annual dues statement a voluntary contribution to TREPAC and RPAC in the amount recommended by TREPAC each year.
- B. The board shall make every effort through billing and fundraising projects throughout the year to reach the goal set by TREPAC each year.
- C. The board will promote political action activities with a separate communication in the annual dues statement, communications to new members, information on social media, the board’s website and general publications to the members (as applicable).
- D. All Calls for Action from NAR and TAR will be published to the membership through direct email, notification on the board’s Facebook page, the board’s website and other social media.
- E. The board will support the REALTOR® Party’s “Vote – Act – Invest” goals by conducting at least 2 activities in each goal.
  - 1. “Vote” activities may include, but not limited to:
    - a. Conducting candidate interview
    - b. Conducting “Get out to Vote” program
  - 2. “Act” activities may include, but not limited to:
    - a. Distribute “On Common Ground” to public officials
    - b. Encourage sign up for REALTOR® Party Mobile alert
  - 3. “Invest” activities may include, but not limited to:
    - a. Conduct TREPAC fundraiser
    - b. Provide PAC presentation during general membership meeting

Strategic Plan Certification

The Del Rio Board of REALTORS® Strategic Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Association and will be reviewed annually by the Board of Directors.

*Board of Directors Approval – 2021  
Updated 12/2021 D. O’Brien*