

Mississippi Association of REALTORS®

Strategic Plan 2018-2020

Our Mission: Mississippi REALTORS® unite as property professionals, community champions and real estate industry advocates.

Our Vision: To ensure the success of all Mississippi REALTORS® who, in turn, are forever dedicated to advancing and protecting the rights of all citizens to widely own and use real property.

Our Goals:

ADVOCATE: Collaborate with and maximize relationships between members, elected officials and communities across the state and be recognized by our members, the public, media and elected officials as the most trusted and influential advocate in Mississippi for private property rights and real property ownership.

We will:

1. Create a State Political Coordinator program to broaden our influence with members of the Mississippi House and Senate.
2. Encourage and provide resources for REALTORS® to become elected or appointed to economic development boards, chambers of commerce and/or as local, state or federal government officials.
3. Create an alliance with existing and future homeowners, building a database of those willing to participate with and support Mississippi REALTORS® in its efforts to protect private property rights and to promote the ability of Mississippians to afford and own property; develop and deliver relevant content and professional communications benefitting these consumer “partners” distributed both through the alliance and through direct member outreach to their individual spheres of influence.
4. Promote voter registration and initiate a Get Out the Vote campaign.
5. Facilitate the delivery of REALTOR® Party Programs, tools and events and actively pursue REALTOR® Party Program grants.
6. Create a REALTOR® Party Coordinating Committee to advance the culture for, and to ensure coordination of, all political activities including MARPAC, calls for action, grassroots advocacy, community building and Issues Mobilization.

CONNECT: Connect with members through compelling programs, services, products and events that demonstrate member value and increase professionalism in the industry.

We will:

1. Connect with new members by unifying new member training through creation of a model orientation course emphasizing and defining professionalism.
2. Connect with members through meaningful, timely education offerings such as:
 - a. Update the CE course on REALTOR® etiquette to include professional technology protocols.
 - b. Create a negotiation skills course to be made available to members through multiple distribution formats (e.g., online, live education, etc.).
 - c. Create a multi-week format “role-playing” course demonstrating appropriate skills in handling true to life challenges faced by members in their day to day businesses; contract with instructors local to each community to deliver these courses, ensuring the widest possible reach to members.
3. Connect with members through multiple communication channels to deliver consistently relevant and timely information about the association and about industry news impacting their business.
4. Create a business training toolkit to assist members in appropriately establishing their businesses and helping members to strengthen their businesses through engaging in best real estate business practices.
5. Ensure members are aware of and are referred to the Mississippi REALTORS® legal hotline for assistance in resolving legal questions regarding real estate issues and transactions.
6. Establish a professional standards hotline for members to anonymously report instances of Code of Ethics violations; create a program for addressing these violations through direct member contact, education and training.
7. Develop a “Portraits of Professionalism” program highlighting members who conduct themselves with the highest degree of professionalism; create video and podcast presentations on a multitude of topics related to professionalism.
8. Thank members for their many contributions to the industry and encourage them to engage and invest in the Association.

ENGAGE: Actively engage the communities served by our members by encouraging and promoting REALTOR® involvement and enhancing the perception of the REALTOR® brand.

We will:

1. Be the “Voice for Real Estate” through the dissemination of RPR data, real estate issues and trends emphasizing the impact on homeowners.
2. Create consumer based educational programming (e.g., short subject videos) increasing knowledgeable access to the industry and educating consumers

regarding what professional services they should expect when working with a REALTOR®.

3. Promote the First Time Homebuyers Savings Account through multiple delivery systems including Facebook Live and other social media outlets.
4. Create and deliver a toolkit for Homeownership 101 and present to consumers through multiple delivery systems including Facebook Live and other consumer focused and dedicated social media outlets.
5. Build communities through community involvement activities including facilitation and delivery of REALTOR® Party programs, tools and events