

Bristol Tennessee/Virginia Association of REALTORS®
Strategic Plan 2014-2016

BTVAR will develop relationships with local and state legislators, and learn the legislative process including local city councils and county boards, for the involvement and input of real estate professionals in the process, supported by RPAC.

- Develop closer relationships with local, state representatives
 - Find opportunities to meet with state and local representatives to discuss real estate issues.
Accountability: Legislative Committee
Timeline: Ongoing
Resources: BOD, Staff, Legislative Committee

- To promote participation in local council meetings and board of supervisor meetings
 - Encourage participation by sending members of the legislative committee and/or Board of Director to speak at local Governmental meetings.
Accountability: BOD
Timeline: Q4 2014
Resources: BOD, Legislative Committee

- Participation in RPAC
 - Continued involvement in RPAC fundraising
Accountability: Legislative Committee, RPAC Committee
Timeline: Ongoing
Resources: BOD, VAR, TAR

BTVAR shall strive to communicate the benefits of working with a REALTOR® in methods that inform Realtor members as well as the public.

- Increase the perceived value of working with a REALTOR®
 - Explore using direct marketing to increase the awareness of the value of working with a Realtor
Accountability: BOD
Timeline: Q1 2015
Resources: Staff, BOD, Public Relations Committee, VAR, TAR

- Improve functionality of website for members and public
 - Identify ways to improve the functionality of the website
Accountability: Staff, Technology Committee
Timeline: Ongoing
Resources: Staff, Technology Committee, BOD

- Develop means to of keeping members informed on a regular basis
 - Improve communications to membership through newsletter
Accountability: Staff, Technology Committee,
Timeline: Ongoing
Resources: Staff, Technology Committee, BOD

- Investigate using texting capabilities to communicate with membership about membership events and urgent information.
Accountability: Staff, Technology Committee
Timeline: 1Q 2014
Resources: Staff, Technology Committee, BOD

BTVAR will investigate non-dues revenue building options, will work to improve our physical location, and be consistently diligent about fiscal responsibilities.

- Increase non-dues revenue for the association
 - Investigate and continue finding non-dues revenue sources for the association
Accountability: BOD
Timeline: Ongoing
Resources: BOD, staff, Finance Committee, Homes Magazine Committee and MLS Reps
- To improve the physical location of BTVAR office
 - Investigate and locate the improvement of physical office space for BTVAR
Accountability: Building Committee
Timeline: Q1 2016
Resources: BOD, staff, Building Committee
- Continued fiscal responsibilities of BTVAR
 - To maintain transparency and be fiscally conservative while always maintaining a minimum of six months of operating
Accountability: Finance committee, BOD
Timeline: Ongoing
Resources: BOD, staff, Finance committee, accounting firm

BTVAR shall place emphasis on the recruitment and preparation of future leaders, with emphasis on both experienced members and new members with promising leadership skills.

- Recruit future leaders
 - Identify future leaders of BTVAR to serve on committees or the Board of Directors
Accountability: BOD
Timeline: Ongoing
Resources: Membership meetings, Staff, Leadership Development Committee, BOD
- Create and develop a BTVAR YPN Group
 - Investigate the creation and development of a local association YPN group
Accountability: Leadership Development Committee
Timeline: 2Q 2015
Resources: Staff, Leadership Development Committee, BOD

BTVAR shall provide opportunities and resources to its membership which will act to encourage professionalism, membership participation, and promote the Realtor self-image and value of Realtor membership.

- Identify ways to promote REALTOR professionalism and REALTOR image to its members
 - Recognition of professionalism
Accountability: President
Timeline: 3Q 2104
Resources: BOD, Staff, Public Relations Committee, Professional Standards Committee
- Increase value of membership with BTVAR
 - Investigate new way to show value and/or benefits to the membership
Accountability: New Member Committee, BOD
Timeline: 1Q 2015
Resources: Staff, Membership Committee, Public Relations Committee, Affiliates Committee, BOD
- Promote the participation of BTVAR membership
 - Identify ways to increase participate of membership in education and membership meetings
Accountability: Social Meetings and Education Committee, BOD, staff
Timeline: 4Q 2014
Resources: Staff, Education Committee, Programs Committee, Affiliates Committee, BOD

BTVAR will monitor the educational needs required by Tennessee and Virginia so we are able to offer diverse offering to meet the multiple needs of the membership.

- Promote educational credits in both Tennessee and Virginia
 - Identify educational offering and opportunities that would provide continue education credits in both Tennessee and Virginia
Accountability: Education Committee
Timeline: Ongoing
Resources: BOD, Staff, Education Committee, VAR, TAR
- Identify diverse educational offerings for the membership
 - Explore and offer educational opportunities that support technology training, broker training, ethics training and affiliate participation at meetings
Accountability: Education Committee
Timeline: 2Q 2014
Resources: Staff, Technology Committee, Affiliates Committee, BOD, Education Committee, VAR, TAR
- Encourage participation through classroom
 - Identify and offer affordable pricing of on-site classes to stay competitive with online classes
Accountability: Education Committee
Timeline: Ongoing
Resources: Staff, Education Committee, Programs Committee, Affiliates Committee, BOD, VAR, TAR
- Regional Education Calendar

- Investigate the possibility of creation of a regional educational calendar of all classroom offerings being presented by other proximate local REALTOR associations

Accountability: Staff

Timeline: 1Q 2014

Resources: Staff, NETAR and SWVAR

Mission Statement: The mission of Bristol Tennessee-Virginia Association of REALTORS®, Inc. is to encourage its members to successfully attain their highest goals in an ethical and professional manner and advocate the rights of private property ownership.

Vision Statement: BTVAR strives to be a collective force influencing and shaping the real estate industry, while maintaining high standards of ethical conduct, promoting cooperation and serving our membership.