

**Bristol Tennessee/Virginia Association of REALTORS® Strategic Plan  
2014-2017**

**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

*Advocacy Core Standards Strategies:*

- 1. Include in dues bill a RPAC voluntary contribution to meet the NAR RPAC fundraising goal.*
- 2. Remind members through email when NAR calls to action have been delivered through the REALTORS® Action Center*
- 3. Remind members through email when state calls to action have been delivered*
- 4. Participate in advocacy engagement with local officials*

**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
- Develop ways to increase REALTOR® involvement in community outreach  
Accountability: PR/Community Service Committee  
Timeline: Ongoing  
Resources: BVTAR Board of Directors, Membership, Staff, VAR and NAR, Program Committee, Governmental Affairs Committee

*Consumer Outreach Core Standards Strategies*

1. *Engage in not less than four meaningful consumer engagement outreach reflected by being the “Voice of Real Estate”; community involvement; community investment*

**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.