



**Bristol TN/VA  
Association of REALTORS**

**Strategic Plan Matrix  
2017 - 2020**

**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.




	On Target
	Caution
	Won't Reach Target

**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.

Strategic Goal	Objectives	Resources	Accountability	2017	2018	2019	Notes:
<b>Strategic Goal 1</b> BTVAR will strive to improve opportunities, resources, and information aimed at professionalism, participation, and the values of membership.	A. Grow recruitment efforts to increase volunteerism at the local, state and national levels.	Board of Directors, BTVAR Staff	<b>Leadership</b>				Ongoing
	B. Strength member involvement through the Leadership program.	BTVAR Staff	<b>Leadership Committee</b>				Ongoing
	C. Outline and promote membership values.	BTVAR Staff, Affiliates	<b>New Member Committee</b>				4th Qrt. 2017
	D. Encourage continued support of Broker Only meetings.	BTVAR Staff	<b>Board of Directors</b>				Annually and Ongoing
	D. Promote growth of the YPN program..	BTVAR Staff, Tennessee and Virginia REALTORS®, NAR	<b>Leadership Committee</b>				4th Qrt. 2017
<b>Strategic Goal 2:</b> BTVAR will advocate for its membership and the consumer on homeownership and property rights through legislative efforts with support from RPAC.	A. Maintain established relationships with TN/VA local and state representatives.	BTVAR Staff, Board of Directors, Tennessee REALTORS®, Virginia REALTORS®	<b>Governmental Affairs Committee</b>	Ongoing	Ongoing	Ongoing	Ongoing
	B. Assure representation at local council meetings and Board of Supervisors meeting	Board of Directors, Social Media & Newsletter Committee, BTVAR Staff	<b>Governmental Affairs Committee</b>	Ongoing	Ongoing	Ongoing	Ongoing
	C. Participation and sharing of information with membership and consumer about RPAC	New Member Committee, Governmental Affairs Committee, Board of Directors, Tennessee and Virginia REALTORS®	<b>RPAC Committee</b>	Ongoing	Ongoing	Ongoing	Ongoing

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<b>Strategic Goal 3:</b>  BTVAR will maintain a visible presence in the community to inform the public on REALTOR® efforts regarding public policy and demonstrate our investment in the community.	A. Establish a dialogue and partnership with local educators and media to promote public awareness of housing trends and opportunities.	BTVAR Staff, Tennessee and Virginia REALTORS®, NAR, BOD, Governmental Affairs Committee	<b>Public Relations Committee</b>	Ongoing	Ongoing	Ongoing	Ongoing
	B. Develop and promote informational videos on the benefits of working with a REALTOR® for use in all media communications.	Public Relations Committee, Board of Directors, Tennessee and Virginia REALTORS® and NAR	<b>Education Committee</b>				1st. Qrt. 2018
	C. Continued support of REALTOR® involvement in community outreach	Board of Directors, Membership, BTVAR Staff, Tennessee and Virginia REALTORS® and NAR	<b>Public Relations Committee</b>	Ongoing	Ongoing	Ongoing	Ongoing
<b>Strategic Goal 4:</b>  BTVAR will strive to expand its vitality and growth by exploring funding sources, membership growth, utilizing innovative technology and involvement on the state and national level.	A. Increase non-dues revenue for the association.	BTVAR Staff, Board of Directors, Affiliate Committee, Homes Committee	<b>Finance Committee</b>	Ongoing	Ongoing	Ongoing	Ongoing
	B. Utilize communication opportunities through technology.	BTVAR Staff, Board of Directors, Affiliates Committee, Public Relations Committee	<b>Education Committee</b>				1st Qrt. 2018
	C. Investigate ways to encourage Non-REALTOR® members located within board jurisdiction to join the association.	BTVAR Staff, MLS Representative	<b>Board of Directors</b>				1st. Qrt. 2019
<b>Strategic Goal 5:</b>  BTVAR will advocate and encourage the educational needs for required certification in Tennessee and Virginia as well as non-credit education with an emphasis on enhancing professionalism and ethical standards.	A.. Diversify education for the membership.	BTVAR Staff, Tennessee and Virginia REALTORS®, NAR, Affiliates	<b>Education Committee</b>	Ongoing	Ongoing	Ongoing	Ongoing
	B. Educate the members of the state, national and industry real estate changes.	BTVAR Staff, Tennessee and Virginia REALTORS®, NAR	<b>Education Committee</b>	Ongoing	Ongoing	Ongoing	Ongoing
	C. Create and promote resources that support the members in their business.	BTVAR Staff, Tennessee and Virginia REALTORS®, NAR	<b>Education Committee</b>	Ongoing	Ongoing	Ongoing	Ongoing