

Washington DC Association of REALTORS®

Strategic Plan

July 2010



Prepared by Alice Martin, RCE, CAE, GRI, Facilitator

Washington DC Association of REALTORS® (WDCAR)

Strategic Plan

Mission

The Washington DC Association of REALTORS® advocates, protects, and promotes the interests of its members and the public they serve in the District of Columbia.

Vision

The voice for real estate in the District of Columbia™

Goal 1: WDCAR's has a strong and influential public policy presence in the District.

Objective: Develop a plan to increase the percentage of members involved in the NAR Broker Involvement program by 10%.

Objective: Increase the responses to NAR Calls-to-Action to 15%.

Objective: Develop a plan to increase member interaction with public officials.

Objective: Consider establishing a D.C. City Council Involvement Committee (CPIC)

Goal 2: WDCAR has a clearly recognizable identity and value to its members.

Objective: Clearly establish what WDCAR does for its' members that is different than GCAAR, the local association.

Objective: Evaluate every program, product or service WDCAR offers for the benefit and value each brings to members.

Objective: Explore the possibility of a name change.

Objective: Incorporate differentiation of services and value proposition into the communications plan.

Goal 3: Members are actively engaged in association programs and activities.

Objective: Develop a plan to recruit a diverse mix of member volunteers to serve on committees, task forces, etc.

Goal 4: WDCAR has a staff structure that can adequately support the association's plans and programs.

Objective: Evaluate the current staffing structure, including the management agreement, to ensure it meets WDCAR's objectives.

Goal 5: WDCAR is viewed by the public as a reliable source for real estate information.

Objective: Study and implement viable ways for WDCAR to increase its visibility to the public.

Goal 6: WDCAR's members are actively involved in the community.

Objective: Identify current community outreach activities for potential member participation.

Objective: Identify and recognize members who participate in their communities.

Objective: Identify criteria for association charitable giving.