

# **Louisiana REALTORS<sup>®</sup>**

## **Strategic Plan 2010 – 2012**

### **Vision**

**The Louisiana Realtors<sup>®</sup> is the trusted voice of real estate.**

### **Mission Statement**

**The Louisiana REALTORS<sup>®</sup> provides optimum services and benefits to its REALTOR<sup>®</sup> members and works to enhance the perception of the real estate industry among the general public.**

# Louisiana REALTORS®

## Strategic Plan 2010 – 2012

*Note: Objectives and Actions are not in priority order.*

**Objective 1: REALTORS® are profitable, educated and proficient, and able to relay their value to the public.**

### **Core Actions:**

1. Educate REALTORS® on the value they bring to the transaction.
2. Deliver meetings and services to the Realtor member's doorstep.

### **Additional Actions:**

3. Modernize and market profitability education for agents and brokers, to include key skills ~~and time management.~~
4. Explore way to let REALTORS® individualize general marketing campaign re: Realtor value, **Investing in real estate in Louisiana is a stable investment.**
5. Use all methods of technology to communicate.
6. Educate members on how and when to use various communication media, including “real time media”.
7. ~~Develop “good news” resource center for members Continue the promotion of positive real estate news and developments to membership and public at large including coaching members.~~
8. Provide the REALTOR® community with information on the changing business climate, business trends, and business models.
9. Provide motivational education for REALTORS®.
10. Explore the role as education provider to all in-state licensees.
11. Expand REALTOR® access to education on REOs, short sales and foreclosures and bridge closer relationship with banking community.
12. Offer education on generational differences in a real estate transaction.
13. **Communicate to new and current REALTORS® the benefits and services of the REALTORS® organization.**

**Objective 2: Brokers are profitable and utilize all industry resources and information available.**

**Core Actions:**

1. Maintain a communications program that informs brokers on the services and initiatives provided by the organization, and how it impacts their business.
2. Counter incorrect and negative information distributed by media
3. Monitor real estate trends and keep all members informed.

**Additional Actions:**

1. Expand broker outreach program to increase broker involvement
2. Expand broker resource online.
3. Educate brokers on business management issues and profitability
4. Expand service to all business models and firm sizes.
5. Streamline communications to eliminate redundancy **and to create the reputation of the trusted source for real estate information.**
6. **Research the development of quality service expectations by clients and customers of the REALTOR<sup>®</sup>.**

**Objective 3: Consumers recognize REALTORS<sup>®</sup> as the primary point of contact for all real estate needs and information and keep them central to the transaction.**

**Core Actions:**

1. Continue LR efforts to promote Realtor value.
2. Develop positive verbal communication training for REALTORS<sup>®</sup> to communicate with consumers.
3. **Educate the REALTORS<sup>®</sup> on new tools available for data for the real estate transaction. (RPR)**

**Additional Actions:**

1. Ensure public recognizes Louisiana REALTORS<sup>®</sup> as the voice of real estate and advocate for consumers.
2. Partner with major media (piggyback on NAR spokesperson training) to be the source of information, armed with facts and figures.  
Develop tool kit for local media blitz.
3. Create a comprehensive marketing plan to project a positive image and counter negative media reporting.

4. Develop “good news” resource center for consumers.
5. **Provide real estate trends as a tool to reinforce Louisiana REALTORS<sup>®</sup> and the stable economy to the public.**

**Objective 4: Government consults with REALTORS<sup>®</sup> on all legislation dealing with the real estate industry and supports and promotes the REALTOR<sup>®</sup> agenda**

**Core Actions:**

1. Continue efforts to maintain strong relationships with elected officials to establish a healthy environment for real estate professionals and consumers
2. Support legislative action that benefits agents and consumers resulting in improved conditions for the real estate market
3. Support laws that limit unnecessary risk and liability for all REALTORS<sup>®</sup>
4. Continue to oppose government actions to take dollars from the real estate transaction

**Additional Actions:**

1. Continue to lobby for increased real estate license requirements
2. Work with LREC to revise broker education for licensing and CE
3. Work with LREC on improved rules and regulation for teams
4. Lobby to improve the financing process for consumers
5. Promote affordable health insurance availability to all Realtors
6. Continue pursue property insurance that is affordable and available
7. Encourage members to be involved in the political process and support all association political activities
8. Continue to implement contingency plans to address major, unanticipated industry issues.
9. **Oppose any legislation or rules that limit the ability of REALTORS<sup>®</sup> to utilize and take advantage of new social media for professional development or marketing of listings.**
10. **Monitor approved continuing education suggested topics of the Louisiana Real Estate Commission in order for the continuing education to match the skills of today’s licensee.**

**Objective 5: REALTORS® perform at the highest level of competency and professionalism.**

**Core Actions:**

1. Promote and educate REALTORS® on professional standards and mediation process.

**Additional Actions:**

1. Encourage REALTORS® to report unethical or illegal behavior and file complaints when appropriate.
2. Examine vehicles to promote REALTOR® brand.
3. Encourage an increased presence in local community and volunteerism by REALTORS®.
4. Expand website section on liability trends, risk management, issues
5. Continue to provide designation classes that develop specialized skills to serve specific consumer groups.

**Objective 6: REALTORS® embrace and utilize technology to ensure future success.**

**Core Actions:**

1. Monitor emerging technologies and keep REALTORS® informed.

**Additional Actions:**

2. Explore offering tech support and training for REALTORS®.

**Objective 7: Create a nurturing environment to encourage REALTOR® volunteer involvement and local association participation.**

**Core Actions:**

1. Continue to recruit new volunteers for input and participation in Louisiana REALTOR® products, programs and services.
2. Continue LR Leadership as a tool for volunteer training for leadership roles in the association.
3. Provide on an annual basis Officer and Board of Director training on fiduciary responsibilities and etiquette.
4. Promote and support programs to encourage participation of new REALTOR® members and to assist Association Members who wish to participate in State and National volunteer service.