

LOUISIANA REALTORS[®]

2012 BUDGET

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Louisiana REALTORS® 2012 Proposed Budget

The 2012 proposed budget is attached for your review with the following detailed budget information:

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Key Variances in Budget from 2011 to 2012

- ❖ Revenue decreased by 4%
 - Membership revenue decreased by 3.5%
 - Professional Development revenue increased by 9.5%
 - Meeting revenue decreased by 40%

- ❖ Expense decreased by 2%
 - Human Resources decreased 3.7%
 - Operations expense maintained
 - Travel Expense increased 9%
 - Marketing & Member Services increased by 40%
 - Meeting Expense decreased by 30%
 - Program Packages increased 6.5%

Methodology

Over the past 3 years the Louisiana REALTORS® membership has been trending downward with an average loss of 5% per year. Projected membership revenue was reduced in the 2011 Budget by \$62,000.00 due to a variance between membership projections provided by local boards versus actual dues collected. Additional budget cuts were enacted creating a net reduction of expenses totaling \$35,548. Membership projections provided by local boards reflect a 3.5% decrease in revenue from 2011. The 2012 budget was developed by division leadership and staff conservatively utilizing

revenue dollars available to reach the largest number of members in the delivery of services to REALTOR® members, broker offices and local boards. Through careful analysis considering many factors including declining membership trends, poor economic conditions, and consideration only for services and programs essential to the operation of Louisiana REALTORS® LR Leadership and staff have worked to present you with:

- **Balanced Budget**
- **No request for a dues increase**
- **No request for funding from “Rainy Day Reserves”**

Membership

<u>Projected Membership</u>	2010	2011	2012
Board Projections	11,443	11,002	10,614
Actual	11,465	10,592	-

Professional Development

LR Leadership – Suspended for 2012 to be reevaluated for the 2013 budgeting cycle. Budget impact: 13,680.00 savings

Sandy Lash Scholarship Fund: eliminated for 2012, Budget impact: 6,000 savings

New Programs:

- Broker Price Opinion Course**
- Real Estate Professional Assistant Training Course**
- Social Media Platform Help Desk**
- REALTOR® Skills Improvement Course**

Professional Conduct

VC Attendance for NAR Professional Standards & Mediation Training-eliminated for 2012, Budget Impact: 6,000.00 savings

New Program:

Ombudsman Training Course

Legislative

LR Legislative Brochure-reduction from 6,000.00 to 2,000.00; Budget Impact: 4,000.00 savings

Federal Congressional Legislative Initiative-reduction from 10,190.00 to 6,400.00; Budget Impact: 3,790.00 savings

Marketing & Member Services

Smartphone App Development eliminated; Budget Impact: 5,000.00 savings

New Program:

SMS Text Updates to Members

Contract Marketing Assistance (due to vacant position in MMS)

Commercial

Commercial Attendance at Federal Legislative Events, 2,000.00 allocated to CEO travel from this program package

New Program:

Economic Development Involvement

Organizational Development

Office Broker reallocated to travel; Budget impact: 5,000.00

Meetings

Recommendation from leadership as a result of the lack of participation as well as emerging competition to shift budgeting for LR meetings to 3 meetings geared to business operation.

Human Resources

Historically staff has received a 5% increase per year, for 2012 the recommended increases will be 3% , Health Insurance provider change with a savings of 35%; reduction of bonus line item from 25,000.00 to 15,000.00.

Travel

Per diem per day increased from 125.00 to 140.00

Office Broker Outreach, 5,000.00 reallocated from Organizational Development

Commercial Attendance at Federal Legislative Events, 2,000.00 reallocated to CEO travel from this program package

Operations

Operation expenses were maintained at the 2011 level.

Louisiana REALTORS®	2009	2010	2011	2011	2011	2012
2012 Budget	Actual	Actual	Actual	Budget	Budget	Budget
			YTD		Amended	
REVENUE			7/31/2011		5/26/2011	
Membership Revenue						
REALTOR® Member Dues	1,765,868.26	1,680,921.35	1,627,335.18	1,708,758.00	1,646,758.00	1,591,441.00
Affiliate Member Dues	1,595.83	1,640.00	1,587.50	1,500.00	1,500.00	1,500.00
New Member Fees	45,165.00	36,770.00	25,707.00	44,000.00	44,000.00	39,150.00
Board Service Fee	14,706.66	17,321.00	12,274.00	10,000.00	10,000.00	13,000.00
Total Membership Revenue	1,827,335.75	1,736,652.35	1,666,903.68	1,764,258.00	1,702,258.00	1,645,091.00
Administrative Revenue						
Interest Revenue	197.20	1,851.29	492.95	-	-	-
NAR Foreclosure Grant	44,335.00	-	-	-	-	-
Oil Spill Claim Fund	-	4,000,042.00	-	-	-	-
Total Administrative Revenue	44,532.20	4,001,893.29	492.95	-	-	-
Investment Gains/Losses	96,335.47	55,392.79	38,820.32	-	-	-
Professional Development Revenue						
Graduate REALTOR® Institute	36,730.16	9,825.00	8,650.00	11,000.00	11,000.00	9,375.00
X-Sellaration	-	7,774.00	4,756.00	9,975.00	4,935.00	9,975.00
GRI Webinar Tract	-	-	-	-	-	1,000.00
ABR Designation Course	10,735.00	17,040.00	3,200.00	12,875.00	12,875.00	8,725.00
SRS Designation Course	11,280.00	22,759.99	8,045.00	8,250.00	8,250.00	8,725.00
REBAC Elective Courses	8,332.50	14,222.00	11,814.50	10,125.00	10,125.00	15,500.00
Real Estate Professional Asst Training Pr	-	-	-	-	-	11,970.00
Broker Price Opinion Course	-	-	-	-	-	19,900.00
REALTOR® Skills Improvement Series	-	-	-	-	-	5,880.00
Commercial CE	15,352.50	5,894.00	1,040.00	7,000.00	5,600.00	5,600.00
On-Line Learning Center	5,383.11	5,848.95	360.04	8,000.00	8,000.00	2,500.00
Lunch & Learn Webinars	-	-	-	-	-	1,750.00
LR Leadership	20,700.00	20,000.00	17,500.00	20,000.00	18,000.00	-
At Home With Diversity	-	-	-	2,400.00	-	-
Master of GRI Program	-	-	13,504.00	16,800.00	13,504.00	-
ABRM Designation Course	-	-	-	6,225.00	-	-
Regional Education Outreach	-	-	-	22,500.00	-	-
GREEN Designation Course	32,850.00	8,223.00	-	-	-	-
Appraisal Course	-	1,357.52	-	-	-	-

Louisiana REALTORS®	2009	2010	2011	2011	2011	2012
2012 Budget	Actual	Actual	Actual	Budget	Budget	Budget
			YTD		Amended	
LREC Mandatory CE	8,260.00	-	-	-	-	-
Total Professional Development Revenue	149,623.27	112,944.46	68,869.54	135,150.00	92,289.00	100,900.00
Professional Conduct Revenue						
Annual PS Training	6,180.00	3,510.00	4,225.00	4,000.00	4,000.00	3,000.00
Total Professional Conduct Revenue	6,180.00	3,510.00	4,225.00	4,000.00	4,000.00	3,000.00
Legislative Revenue						
REALTOR® DC Congressional Reception	2,109.00	2,695.00	3,010.00	2,400.00	2,400.00	4,500.00
Legislative Outreach Revenue	2,510.50	-	-	-	-	-
Total Legislative Revenue	4,619.50	2,695.00	3,010.00	2,400.00	2,400.00	4,500.00
Marketing & Member Services Revenue						
Affinity Program Revenue	3,405.02	2,018.39	544.60	2,500.00	2,500.00	1,000.00
Total Marketing & Member Services	3,405.02	2,018.39	544.60	2,500.00	2,500.00	1,000.00
REALTORS® Commercial Alliance Revenue						
Commercial Development Conference	3,157.50	1,785.00	1,875.00	4,375.00	4,375.00	5,000.00
Local Commercial Services Outreaches	500.00	-	-	-	-	1,000.00
Commercial Education Curriculum	-	-	-	10,500.00	10,500.00	10,500.00
Total Commercial Business & Industry	3,657.50	1,785.00	1,875.00	14,875.00	14,875.00	16,500.00
Meeting Revenue	54,171.00	47,918.00	46,132.00	70,500.00	70,500.00	43,470.00
TOTAL REVENUE	2,189,859.71	5,964,809.28	1,830,873.09	1,993,683.00	1,888,822.00	1,814,461.00
FIXED EXPENSES						
Operations Expense	235,154.22	244,172.74	146,320.75	263,200.00	263,200.00	262,400.00
Human Resources	1,047,189.45	1,079,338.07	571,851.60	1,148,003.00	1,118,003.00	1,076,796.00
Travel Expense	99,996.00	122,214.36	67,166.18	120,038.00	112,213.00	121,996.00
Meeting Expense	74,832.60	80,237.65	31,306.03	82,350.00	82,350.00	57,625.00
Total Fixed Expenses	1,457,172.27	1,525,962.82	816,644.56	1,613,591.00	1,575,766.00	1,518,817.00
PROGRAM PACKAGE EXPENSE						
Professional Development Expense						
Graduate REALTOR® Institute (GRI)	37,560.25	10,767.37	6,290.30	10,662.00	10,662.00	9,150.00

Louisiana REALTORS®	2009	2010	2011	2011	2011	2012
2012 Budget	Actual	Actual	Actual	Budget	Budget	Budget
			YTD		Amended	
X-Sellaration	-	7,557.13	4,666.30	9,955.00	4,666.00	10,000.00
ABR Designation Course	7,018.11	8,264.79	-	9,327.00	9,327.00	7,300.00
SRS Designation Program	10,548.50	18,739.50	7,722.43	9,277.00	9,277.00	7,300.00
REBAC Elective Courses	6,284.32	8,803.85	13,193.89	12,975.00	12,975.00	15,350.00
Real Estate Professional Asst Training Pr	-	-	-	-	-	7,700.00
Broker Price Opinion Course	-	-	-	-	-	17,200.00
REALTOR® Skills Improvement Course	-	-	-	-	-	4,200.00
Commercial CE	7,389.79	6,227.64	-	7,610.00	7,610.00	6,000.00
Lunch & Learn Webinars	-	-	-	2,500.00	2,500.00	-
On-line Learning Center	459.38	-	-	300.00	300.00	500.00
Sandy Lash Education Scholarship	-	-	-	600.00	600.00	-
Social Media Platform Help Desk	-	-	-	-	-	1,000.00
LR Leadership	36,694.64	33,891.39	27,166.71	31,000.00	31,000.00	
AT Home with Diversity	-	-	-	2,652.00	-	-
Master of GRI	-	-	11,605.96	13,969.00	11,606.00	-
ABRM Broker Outreach	-	-	-	8,570.00	-	-
PD Marketing Brochure	4,702.55	-	-	2,000.00	-	-
Curriculum Development	2,236.56	3,217.17	3,275.58	5,000.00	5,000.00	-
Regional Education Outreach	-	-	-	22,500.00	-	-
GREEN Designation	19,860.43	5,234.10	-	-	-	-
LREC Mandatory CE	6,038.23	-	-	-	-	-
Printing Costs	4,384.72	2,154.22	-	-	-	-
Total Professional Development Expense	143,177.48	104,857.16	73,921.17	148,897.00	105,523.00	85,700.00
Professional Conduct Expense						
Annual Professional Std Training	4,738.80	1,929.63	2,700.03	3,000.00	3,000.00	4,000.00
Mediations/Hearings/Procedural Reviews	2,990.41	942.90	-	1,000.00	1,000.00	1,000.00
REALTOR® Code of Ethics Training	-	-	-	-	-	1,500.00
Mediation Training for Volunteers	-	3,168.96	295.92	3,000.00	3,000.00	1,500.00
Vice Chair Attendance at NAR PS Trn	-	2,368.75	-	4,000.00	-	-
Vice Chair Attendance at NAR Med Trn	-	874.19	-	2,000.00	-	-
Ombudsman Training	-	-	-	-	-	2,500.00
PS Training for Volunteers	-	3,415.14	-	-	-	-
Total Professional Conduct Expense	7,729.21	12,699.57	2,995.95	13,000.00	7,000.00	10,500.00
Legislative Expense						
Contract Lobbyist	60,000.00	60,000.00	39,666.69	68,000.00	68,000.00	68,000.00

Louisiana REALTORS®	2009	2010	2011	2011	2011	2012
2012 Budget	Actual	Actual	Actual	Budget	Budget	Budget
			YTD		Amended	
State Legislative Outreach	9,644.94	7,593.25	7,546.07	7,600.00	7,600.00	7,550.00
Legislative Session Expenses	10,863.61	12,353.55	8,917.07	9,455.00	7,455.00	10,229.00
LR Legislative Brochure	2,221.35	1,962.24	-	-	-	2,000.00
Federal Congressional Legislative Initiati	8,436.88	9,850.15	9,754.94	10,000.00	10,000.00	6,400.00
Federal Congressional In District Meeting	6,602.49	4,619.61	108.04	2,100.00	2,100.00	2,100.00
REALTOR® DC Congressional Reception	3,355.63	6,144.60	3,510.00	4,200.00	4,200.00	6,500.00
REALTOR® Day	5,950.00	-	-	-	-	-
Broker Legislative & PAC Outreach Prg	-	2,405.03	-	-	-	-
Fair Housing Project	2,632.02	-	-	-	-	-
Total Legislative Expense	109,706.92	104,928.43	69,502.81	101,355.00	99,355.00	102,779.00
Legislative Superfund	-	-	-	37,210.00	-	-
Marketing & Member Services						
Marketing & Communications	23,605.67	32,630.82	5,912.40	20,000.00	15,000.00	10,300.00
Contract Marketing Assistance	-	-	-	-	-	15,000.00
Website Development-LR/REL	-	5,100.00	-	-	-	3,000.00
Real Estate Research & Trends Report	2,028.67	7,600.00	3,800.00	7,600.00	7,600.00	7,600.00
Alternative Meetings Delivery	5,880.00	5,880.00	3,500.00	3,500.00	3,500.00	4,600.00
Website Development-Lahomeowners.org	-	-	-	5,400.00	1,400.00	9,000.00
SMS Text Updates to Membership	-	-	-	-	-	1,585.00
Broker Communications	-	307.74	-	-	-	-
LR Orientation DVD	-	4,295.00	-	-	-	-
Total Marketing & MS Expense	31,514.34	55,813.56	13,212.40	36,500.00	27,500.00	51,085.00
REALTORS® Commercial Alliance						
Commercial Development Conference	2,296.99	2,466.11	-	5,400.00	5,400.00	5,000.00
Statewide Alliance of Commercial Entities	2,998.79	3,969.65	2,354.65	3,000.00	3,000.00	3,500.00
Commercial Attendance-Fed Leg Events	9,494.38	3,505.30	2,522.61	4,000.00	2,000.00	4,000.00
Local Commercial Services Outreaches	2,935.68	3,724.04	-	-	-	3,600.00
Commercial Education Curriculum	-	-	-	9,980.00	9,980.00	9,980.00
Economic Development Involvement	-	-	-	-	-	2,500.00
Total RCA Expense	17,725.84	13,665.10	4,877.26	22,380.00	20,380.00	28,580.00
Organizational Development Expense						
Office/Broker Outreach	4,972.11	4,959.96	3,108.91	5,000.00	5,000.00	<i>reallocated to travel</i>
Strategic Planning Retreat	4,869.67	657.60	331.56	750.00	750.00	4,000.00

Louisiana REALTORS®	2009	2010	2011	2011	2011	2012
2012 Budget	Actual	Actual	Actual	Budget	Budget	Budget
			YTD		Amended	
Total OD Expense	9,841.78	5,617.56	3,440.47	5,750.00	5,750.00	4,000.00
<u>Risk Management</u>						
D & O Insurance	8,205.54	8,033.80	7,105.00	9,000.00	9,000.00	8,500.00
Outside Counsel Partnership	-	14,830.72	-	-	-	3,000.00
CE for Members	-	5,654.93	1,926.07	6,000.00	3,000.00	500.00
Risk Management Outreach	-	-	-	-	-	1,000.00
Board Counsel Retreat	-	825.47	-	-	-	-
General Counsel CLE	2,685.14	-	-	-	-	-
Legal Hotline Service	2,280.50	-	-	-	-	-
Statewide Forms	1,855.00	-	-	-	-	-
Online Legal Resources-Research	581.43	-	-	-	-	-
Total Risk Management Expense	15,607.61	29,344.92	9,031.07	15,000.00	12,000.00	13,000.00
<u>Board Approved Unbudgeted Expenses</u>						
Board Approved Unbudgeted Expenses	20,876.10	28,525.44	139,091.19	-	-	-
Oil Spill Claim Fund	-	2,669,104.80	-	-	-	-
Total Board Approved Unbudgeted Prog	20,876.10	2,697,630.24	-	-	-	-
<u>Depreciation</u>	59,920.00	57,873.00	-	-	-	-
<u>Legal Assistance Funding</u>	15,816.87	5,901.28	-	-	-	-
Total Expense	1,889,088.42	4,614,293.64	1,132,716.88	1,993,683.00	1,853,274.00	1,814,461.00
Revenue over Expense	300,771.29	1,350,515.64	698,156.21	-	35,548.00	-

**Louisiana REALTORS®
2012 Projected Membership Dues**

	2011 Proj	2012 Renewals	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	2012 Proj
Central La.	318	285	3	1	1	2	1	1	3	1	1	2	1	1	303
Baton Rouge	2455	1950	20	25	25	25	25	20	20	20	25	25	20	15	2215
Bayou	274	230	1	1	1	1	1	2	1	1	1	1		1	242
Southwest	394	343	3	3	2	2	2	1	1	1	1	0	0	0	359
DeRidder/Fort Polk	109	100	0	0	1	0	0	1	0	0	1	0	0	0	103
Acadiana	1029	918	7	7	7	7	7	7	7	7	7	7	7	7	1002
Livingston	200	190	1	1	1	1	1	1	1	1	1	1	1	1	202
Northeast	521	501	2	2	3	1	1	3	2	2	4	2	2		525
Natchitoches	62	55	0	0	1	0	0	1	0	0	1	0	0	0	58
New Orleans	4100	3750	20	20	20	25	20	20	25	20	20	25	20	15	4000
Saints	154	135	1	1	1	1	0	0	0	0	1	1	1	0	142
Northwest	1030	925	6	6	6	7	7	7	6	6	6	6	6	6	1000
North Shore Area	536	450	0	2	2	2	2	1	1	1	1	1	0	0	463
Members At Large	220													0	0
Budget Adj 2011	-400														
TOTAL	11002	9832	64	69	71	74	67	65	67	60	70	71	58	46	10614
		155	155	142	129	116	103	90	77	64	51	38	25	12	
	1646758	1523960	9920	9798	9159	8584	6901	5850	5159	3840	3570	2698	1450	552	1591441

Louisiana REALTORS®						
2012 HR/Operations Budget						
	2009	2010	2011	2011	2011	2012
	Actual	Actual	YTD	Budget	Budget	Budget
HUMAN RESOURCES			7-31-11		Amended	
Salaries	797,001.90	796,668.64	462,793.44	836,425.00	836,425.00	825,467.00
Retirement Expenses	64,549.09	70,347.94	-	75,278.00	75,278.00	74,292.00
Group Medical Coverage	116,910.26	119,827.76	66,374.90	130,000.00	130,000.00	91,000.00
Government Deductions	54,807.66	53,430.62	36,763.80	66,900.00	66,900.00	66,037.00
Long Term Disability	1,865.00	1,865.31	1,865.31	2,000.00	2,000.00	-
Short Term Disability	6,513.51	6,445.04	3,631.74	6,800.00	6,800.00	-
Overtime	542.03	752.76	422.41	600.00	600.00	-
Incentive Program	5,000.00	5,000.00	-	5,000.00	-	5,000.00
Bonus	-	25,000.00	-	25,000.00	-	15,000.00
TOTAL HUMAN RESOURCES	1,047,189.45	1,079,338.07	571,851.60	1,148,003.00	1,118,003.00	1,076,796.00
OPERATIONS EXPENSE						
Building Maintenance	6,663.04	7,414.39	4,792.56	8,500.00	8,500.00	9,000.00
Utilities	9,825.23	11,358.03	7,290.83	13,000.00	13,000.00	13,000.00
Janitorial-Building	9,661.00	10,200.00	5,950.00	10,200.00	10,200.00	10,200.00
Lawn Maintenance	7,477.38	4,320.00	720.00	4,500.00	4,500.00	4,500.00
Building, Auto & W/C Insurances	17,613.72	17,299.36	13,843.32	18,000.00	18,000.00	15,000.00
Rapattoni Software Support	4,620.00	4,476.00	2,984.00	6,300.00	6,300.00	6,300.00
Maintenance Contract-Tel & Fax	1,732.34	1,908.91	691.55	2,000.00	2,000.00	2,000.00
ISP/Telephone & Long Distance	15,457.95	18,718.27	13,210.23	20,000.00	20,000.00	22,000.00
Telephone-Conference Calls	3,154.22	3,081.52	2,440.81	2,500.00	2,500.00	4,000.00
Mobile Telephone Expense	9,954.87	9,464.82	4,159.94	10,200.00	10,200.00	11,000.00
Postage-Overnight	688.26	1,026.41	453.67	1,000.00	1,000.00	1,000.00
Postage-Postmaster	3,936.00	3,298.65	1,780.08	2,500.00	2,500.00	4,000.00
Office Supplies	15,311.41	14,507.62	12,736.19	15,000.00	15,000.00	15,000.00
Floral Expense	544.79	448.48	237.67	500.00	500.00	500.00
CC & Banking Fees	14,852.19	21,945.37	6,659.80	30,000.00	30,000.00	25,000.00
Paychex Processing Fees	2,057.33	3,474.65	1,644.42	3,200.00	3,200.00	3,200.00
Paychex HRS Processing Fees	3,533.83	2,176.00	1,336.60	2,700.00	2,700.00	2,700.00
Coffee Beverages	1,571.73	1,727.95	580.37	1,500.00	1,500.00	1,500.00
Computer Services & Maintenance	17,948.11	20,768.68	9,858.59	20,000.00	20,000.00	20,000.00
Technology Support	9,573.44	9,948.16	4,695.72	10,000.00	10,000.00	10,000.00
Web Hosting Fees	1,804.53	5,009.50	637.41	3,000.00	3,000.00	3,000.00
Accounting Services	15,410.00	14,995.00	14,800.00	15,000.00	15,000.00	16,000.00
Legal Services	2,531.00	1,336.82	-	-	-	-
Automobile Gasoline/Maintenance	8,016.36	5,867.46	4,206.26	5,000.00	5,000.00	6,600.00
Professional Assoc Dues	2,034.05	2,467.50	2,575.00	2,600.00	2,600.00	2,500.00
Dues & Subscriptions	1,491.00	1,504.90	1,409.05	1,600.00	1,600.00	1,600.00
Staff Development	1,938.87	1,955.99	346.81	2,000.00	2,000.00	2,000.00
Copier & Color Printer Expenses	12,714.54	14,463.40	8,754.65	15,000.00	15,000.00	16,000.00
Data Backup & Server Storage	10,482.50	4,001.50	3,186.00	9,600.00	9,600.00	7,200.00
Legal Research-Westlaw	6,900.15	7,803.19	4,889.90	8,500.00	8,500.00	8,900.00
Legislative Office - Lease	14,400.00	14,400.00	8,400.00	14,400.00	14,400.00	14,400.00
Legislative Office - Overhead	1,254.38	2,804.21	1,049.32	5,000.00	5,000.00	4,300.00
TOTAL OPERATIONS EXP	235,154.22	244,172.74	146,320.75	263,300.00	263,300.00	262,400.00

**Louisiana REALTORS®
2012 Travel Budget
Summary**

	2009 Actual	2010 Actual	2011 Actual as of 7-31-11	2011 Budget	2011 Budget Amended	2012 Budget
<u>Officers</u>	24,220.56	30,556.85	9,586.77	31,683.00	27,408.00	36,241.00
<u>CEO</u>	22,141.43	28,719.56	16,040.35	18,825.00	16,625.00	18,160.00
<u>Staff Travel</u>	17,764.11	26,162.03	12,127.91	24,530.00	24,530.00	25,145.00
<u>Board Visits, Business Expense</u>	20,867.16	17,543.65	13,972.63	15,000.00	15,000.00	20,000.00
<u>NAR Directors/State RVP Directors</u>	15,002.74	19,232.27	15,438.52	30,000.00	30,000.00	22,450.00
<u>Total</u>	99,996.00	122,214.36	67,166.18	120,038.00	113,563.00	121,996.00

Louisiana REALTORS®
2012 Travel Budget
Officers

		President	Pres-Elect	Sec/Treas
		Roberts	McKey	Ritchie
<u>NAR Issues Conference (January)</u>				
Ground Transportation		75.00		
Per Diem	140.00 x 3	420.00	NA	NA
Total		495.00	-	-
<u>NAR Midyear/DC</u>				
Lodging	275.00 x 6	1,650.00	1,650.00	NA
Airline	700/ticket	700.00	1,400.00	NA
Ground Transportation		150.00	150.00	NA
Per Diem	140 x 7 days	980.00	980.00	NA
Total		3,480.00	4,180.00	
<u>NAR Annual Convention/Orlando</u>				
Lodging	275.00 x 7	1,925.00	1,925.00	1,925.00
Airline	700/ticket	700.00	1,400.00	700.00
Ground Transportation		150.00	150.00	150.00
Per Diem	140 x 8 days	1,120.00	1,120.00	1,120.00
Registration Fee		350.00	350.00	350.00
Ticketed Events		200.00	200.00	200.00
Total		4,445.00	5,145.00	4,445.00
<u>NAR Leadership Training</u>				
Lodging	240.00 x 3	NA	Pd by NAR	NA
Airline	700/ticket		700.00	
Ground Transportation			75.00	
Per Diem	140 x 4 days		560.00	
Total			1,335.00	-
<u>Strategic Planning</u>				
Mileage		75.00	5.00	5.00
Lodging	125.00 x 1			125.00
Total		75.00	5.00	130.00
<u>Executive Committee Meetings</u>				
	.50 per mile	1,500.00	50.00	2,850.00
<u>Leadership Symposium/BR</u>				
Lodging	145.00 x 2	290.00	290.00	290.00
Mileage	.50 per mile	75.00	10.00	282.00
Per Diem	75 x 3 days	225.00	225.00	225.00
Ticketed Events		100.00	100.00	100.00
Total		690.00	625.00	897.00
<u>Spring Business Meetings/BR</u>				
Lodging	145.00 x 2	290.00	290.00	290.00
Mileage	.50 per mile	75.00	10.00	282.00
Per Diem	75 x 3 days	225.00	225.00	225.00
Ticketed Events		125.00	125.00	125.00
Total		715.00	650.00	922.00
<u>Fall Business Meeting</u>				
Lodging	115.00 x 2	230.00	230.00	230.00
Mileage	.50 per mile	75.00	10.00	282.00
Per Diem	75 x 3 days	225.00	225.00	225.00
Ticketed Events		125.00	125.00	125.00
Total		655.00	590.00	862.00
<u>Presidents Discretionary Fund</u>				
		1,500.00	-	-
Total		13,555.00	12,580.00	10,106.00
Total Officer Travel				36,241.00

**Louisiana REALTORS®
2012 Travel Budget
CEO-Staff-NAR Directors**

		CEO	Staff
<u>NAR Issues Conference</u>			
Ground Transportation		75.00	75.00
Per Diem	140.00 x 3	420.00	420.00
Total		495.00	495.00
<u>NAR Midyear/DC</u>			
Lodging	275.00 x 6	1,650.00	1,650.00
Airline	700/ticket	700.00	700.00
Ground Transportation		150.00	150.00
Per Diem	140 x 7 days	980.00	980.00
Total		3,480.00	3,480.00
<u>NAR Annual Convention/Orlando</u>			
Lodging	275.00 x 7	1,925.00	5,775.00
Airline	700/ticket	700.00	2,100.00
Ground Transportation		150.00	450.00
Per Diem	140 x 8 days	1,120.00	3,360.00
Registration Fee		350.00	1,050.00
Ticketed Events		200.00	-
Total		4,445.00	12,735.00
			<i>Based upon 3 staff</i>
<u>LR Leadership Symposium</u>			
Per Diem	75 x 3 days	225.00	-
<u>Spring Business Meeting</u>			
Per Diem	75 x 3 days	225.00	-
<u>Fall Business Meeting</u>			
Per Diem	75 x 3 days	225.00	-
<u>NAR Leadership Training</u>			
Lodging	240.00 x 3	Pd by NAR	-
Airline	700.00/ticket	700.00	-
Per Diem	140 x 4 days	560.00	-
Ground Transportation		100.00	-
Total		1,360.00	-
<u>State AE Meeting</u>			
Lodging	250.00 x 3	750.00	-
Airline	700.00/ticket	700.00	-
Registration		350.00	-
Per Diem	140 x 3 days	420.00	-
Ground Transportation		175.00	-
Total		2,395.00	-
<u>ASAE</u>			
Lodging	250.00 x 5	1,250.00	1,250.00
Airline	700.00/ticket	700.00	700.00
Registration	650.00 x 1	650.00	650.00
Per Diem	140 x 4 days	560.00	560.00
Ground Transportation		150.00	100.00
Total		3,310.00	3,260.00

**Louisiana REALTORS®
2012 Travel Budget
CEO-Staff-NAR Directors**

		CEO	Staff
CCIM/Hill Visits		2,000.00	
General Counsel Training Program			
Lodging	240.00 x 2 days	-	480.00
Airline	700.00/ticket	-	700.00
Per Diem	140 x 3 days	-	420.00
Ground Transportation		-	75.00
Registration		-	1,000.00
Total		-	2,675.00
GAD Institute			
Lodging	200.00 x 6	-	1,200.00
Airline	700.00/ticket	-	600.00
Per Diem	140 x 5 days	-	625.00
Ground Transportation		-	75.00
Total		-	2,500.00
Total CEO & Staff Travel		18,160.00	25,145.00
Board Visits		13,000.00	
Office/Broker Outreach		5,000.00	
Business Expense		2,000.00	
Total CEO/Staff/Board Visits		38,160.00	25,145.00
NAR Directors & RVP's			
NAR Midyear Meeting			
Lodging	275.00 x 4	1,100.00	
Airline	700/ticket	700.00	
Ground Transportation		100.00	
Per Diem	140 x 5 days	700.00	
Total Lynda B/Connie K/Pam T		2,600.00	7,800.00
NAR Annual Convention/Orlando			
Lodging	275.00 x 4	1,100.00	
Airline	700/ticket	700.00	
Ground Transportation		100.00	
Per Diem	140 x 5 days	700.00	
Total Lynda B/Connie K/Pam T		2,600.00	7,800.00
NAR RVP/Texas		2,000.00	-
State RVP/Mandatory Meetings			
Expense Based upon 10 Mtg			
Region 1-Judy Holland	5200 x .50	2,600.00	
Region 2-Nancy Marcotte	1300 x .50	650.00	
Region 3- Synde Devillier	1600 x .50	800.00	
Region 4-Joe Ory	1600 x .50	800.00	
Total		4,850.00	
Total NAR Director & RVP		22,450.00	

**Louisiana REALTORS®
2012 Meetings Budget
Summary**

	2009 Actual	2010 Actual	2011 Actual	2011 Budget	2012 Budget
REVENUE					
Leadership Symposium	16,746.00	12,950.00	7,148.00	12,750.00	3,000.00
Spring Business Meeting	17,760.00	18,577.00	13,320.00	14,125.00	18,295.00
Fall Business Meeting	19,665.00	16,391.00	25,664.00	43,625.00	22,175.00
Total	54,171.00	47,918.00	46,132.00	70,500.00	43,470.00
EXPENSE					
Leadership Symposium	23,131.31	24,598.37	12,340.68	16,625.00	12,750.00
Spring Business Meeting	22,672.98	20,540.75	18,965.35	18,000.00	20,500.00
Fall Business Meeting	29,028.31	35,098.53	-	47,725.00	24,375.00
Total	74,832.60	80,237.65	31,306.03	82,350.00	57,625.00
Net Profit/Loss	(20,661.60)	(32,319.65)	14,825.97	(11,850.00)	(14,155.00)

**Louisiana REALTORS®
2012 Meetings Budget**

	2009 Actual	2010 Actual	2011 Actual	2011 Budget	2012 Budget	
Leadership Symposium						
REVENUE						
Conference Registration Fees	15,246.00	12,950.00	6,308.00	8,750.00	-	
Breakfasts (AE/BP/PP)	-	-	840.00	1,000.00	-	
Sponsorship Revenue	1,500.00	-	-	3,000.00	3,000.00	
Total	16,746.00	12,950.00	7,148.00	12,750.00	3,000.00	
EXPENSE						
Overhead (Facility, AV)	4,944.75	7,595.43	4,522.20	5,000.00	3,125.00	
Welcome Reception	4,510.53	6,447.12	-	4,375.00	-	
Luncheon	4,886.52	3,268.68	4,345.77	3,750.00	4,375.00	125 x 35.00 pp
Conference Facilitator/Speak	6,399.28	4,612.14	860.00	1,000.00	4,000.00	
Staff & Guests	962.50	999.78	995.48	1,000.00	1,000.00	
Marketing & Graphics	478.12	406.92	444.28	500.00	250.00	
Breakfasts (AE/BP)	949.61	1,268.30	1,172.95	1,000.00	-	
Total	23,131.31	24,598.37	12,340.68	16,625.00	12,750.00	
Net Profit/Loss	(6,385.31)	(11,648.37)	(5,192.68)	(3,875.00)	(9,750.00)	

Spring Business Meeting

REVENUE						
Conference Registration Fees	15,560.00	14,042.00	12,620.00	-	13,900.00	100 x 139.00 pp
Awards Luncheon	-	-	-	5,625.00	400.00	10 x 40.00 pp
REALTOR® Day	1,200.00	810.00	-	4,500.00	495.00	5 x 99.00 pp
Breakfasts (BP/AE/)	-	-	700.00	1,000.00	500.00	
Sponsorship Revenue	1,000.00	3,725.00	-	3,000.00	3,000.00	
Total	17,760.00	18,577.00	13,320.00	14,125.00	18,295.00	
EXPENSE						
Overhead (Facility, AV)	5,151.35	5,144.24	4,953.43	5,000.00	5,000.00	
Conference Facilitator/Speak	3,076.64	2,967.49	-	-	-	
Kickoff Luncheon	-	-	3,597.96	-	4,375.00	125 x 35.00 pp
Awards Luncheon	4,528.46	2,736.89	3,824.81	5,000.00	4,375.00	125 x 35.00 pp
REALTOR Day	5,808.37	6,389.54	3,362.00	4,000.00	4,000.00	100 x 40.00 pp
Staff & Guests	1,048.62	941.48	896.30	1,000.00	1,000.00	

	2009 Actual	2010 Actual	2011 Actual	2011 Budget	2012 Budget	
Marketing & Graphics	662.40	544.48	450.00	500.00	250.00	
Awards & Gifts	1,414.56	1,460.53	1,076.33	1,500.00	1,000.00	
Breakfasts (BP/AE)	982.58	356.10	804.52	1,000.00	500.00	
Total	22,672.98	20,540.75	18,965.35	18,000.00	20,500.00	
Net Profit/Loss	(4,912.98)	(1,963.75)	(5,645.35)	(3,875.00)	(2,205.00)	-

Fall Business Meeting

REVENUE						
Conference Registration Fees	16,665.00	14,291.00	10,874.00	-	17,375.00	125 x 139.00 pp
Installation	-	-	-	8,750.00	1,300.00	20 x 65.00 pp
Breakfasts (AE/BP/)			-	1,000.00	500.00	
Sponsorships	3,000.00	2,100.00	3,195.00	3,000.00	3,000.00	
Exhibits	-	-	11,595.00	12,000.00	-	
Mandatory CE	-	-	-	2,625.00	-	
Education Day	-	-	-	7,500.00	-	
Luncheon	-	-	-	4,375.00	-	
Luncheon	-	-	-	4,375.00	-	
Total	19,665.00	16,391.00	25,664.00	43,625.00	22,175.00	
EXPENSE						
Overhead (Facility, AV)	4,792.96	10,986.12	-	5,000.00	5,000.00	
Conference Facilitator/Speak	4,438.56	7,500.00	-	10,000.00	2,500.00	
Luncheon	5,231.59	5,376.48	-	3,750.00	4,375.00	125 x 35.00 pp
Installation Gala	6,666.83	6,946.65	-	8,125.00	9,000.00	150 x 60.00 pp
Entertainment	1,500.00	1,447.00	-	1,500.00	1,500.00	
Staff & Guests	941.50	994.37	-	4,000.00	1,000.00	
Marketing & Graphics	888.35	500.00	-	1,500.00	500.00	
Breakfasts (AE/BP)	1,068.30	1,347.91	-	1,000.00	500.00	
Exhibit Overhead	-	-	-	8,500.00	-	
Welcome Reception	3,500.22	-	-	-	-	
Luncheon	-	-	-	3,750.00	-	
Past Presidents Dinner	-	-	-	-	-	
Printing	-	-	-	600.00	-	
Total	29,028.31	35,098.53	25,664.00	47,725.00	24,375.00	
Net Profit/Loss	(9,363.31)	(18,707.53)	25,664.00	(4,100.00)	(2,200.00)	

<i>Program name & description</i>	<i>Revenue</i>	<i>Expense</i>	<i>Net</i>
<p>[C] Graduate REALTOR Institute (GRI) LR will offer a minimum of three one day GRI courses in topics related to finance, risk management and technology. Courses will be offered in live format. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1, Additional Actions 1, 4, 5 Objective 5, Additional Action 4 	9,375.00	9,150.00	225.00
<p>[C] Xselleration In 2012, LR will at minimum offer one Xselleration program. This course contains Part 1 & Part 2. The program is the core and required in the GRI designation. Total classroom time is four days and will also be offered via video conference and will serve as four credits toward earning the GRI designation. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1, Additional Actions 1, 4, 5 Objective 5, Additional Action 4 	9,975.00	10,000.00	(25.00)
<p>*[C] GRI Webinar Tract Based on 50 People \$20 earned/student as estimated royalty payment from platform. Using third party to allow short webinars to substitute some of the live course requirements of GRI program. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1, Additional Actions 1, 4, 5 Objective 5, Additional Action 4 	1,000.00	0.00	1,000.00
<p>[C] Other NAR Certified Designation Courses (ABR, REBAC electives & SRS) Programming such as ABR (Accredited Buyer Representative), REBAC electives and SRS (Seller Representative Specialist) cover the core objectives that are required in the GRI program. By offering these courses in tandem with the GRI program, we give our members the opportunity to earn other designations while working on GRI. These courses are offered in two day modules with ABR requiring a one day elective. Each designation will be offered once in 2011 and count for GRI credit. REBAC Electives - Based on 25 students per course and \$155 registration fee ABR (2 day Core Course) - Based on 25 students per course and \$349 registration fee SRS - Based on 25 students per course and \$349 registration fee <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1, Additional Actions 1, 4, 5 Objective 5, Additional Action 4 	32,950.00	29,950.00	3,000.00
<p>*[C] Real Estate Professional Assistant Training Program This program is designed as a training course for real estate assistants to assist REALTORS® in their job functions. Based on 30 Students and \$299 registration fee. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objectives 1 & 5 	11,970.00	7,700.00	4,270.00
<p>*[C] Broker Price Opinion (BPO) Course Based on 30 Students and \$199 registration fee. Student who take this course qualify to earn NAR's new Broker Price Opinion Resource (BROR) Certification. A separate application fee for certification applies. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1, Additional Actions 1, 4, 5 Objective 5, Additional Action 4 	19,900.00	17,200.00	2,700.00

<p>*[C] REALTOR® Skills Improvement Series Based on 30 Students and \$49 registration fee. A series of 2hr – 4hr sessions focusing on specific REALTOR skills improvements. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • Objectives 1 & 5 	5,880.00	4,200.00	1,680.00
<p>[C] Commercial CE Courses Work to continue, on an annual basis, the delivery of “commercial” CE course topics. If possible, have one of the courses accepted by LREC as an approved alternative to their mandated 4-hour course topic for license renewal <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • Objectives 1 & 5 	5,600.00	6,000.00	(400.00)
<p>[A] “Lunch & Learn” Webinars A series of short sessions for members on timely topics (e.g., profitability, business models, risk reduction, business management/planning, etc.) to be conducted through an online webinar format. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • Objectives 1 & 5 	1,750.00	0.00	1,750.00
<p>[C] Online Learning Center In 2012, LR will aggressively promote the three online learning platforms. First is our partnership with NAR’s REALTOR University which offers online designation courses such as ABR and REBAC electives, while the other partnership is with McKissock LLP and the CE Shop which offers online CE courses including the mandatory topic. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • Objectives 1 & 5 	2,500.00	500.00	2,000.00
<p>*[A] Social Media Platform Help Desk LR will provide a help desk or help sessions to assist agents with the initial set up or organization of social media platforms for their real estate related business pages. Information and content will need to be provided in advance. Help sessions can also be taken to the local level and provided in each region.</p>	0.00	1000.00	(1000.00)
<p>*[A] LR Leadership Alumni Resources Platform Provide an area of content for LR Leadership graduates and alumni. Reposting of leadership specific resources, articles, and forum for discussion as well as connect the network of alumni.</p>	0.00	0.00	0.00
Professional Development TOTAL	100,900.00	85,700.00	15,200.00

LOUISIANA REALTORS®
2012 Professional Conduct Division - Recommended Programs

<i>Program name & description</i>	<i>Revenue</i>	<i>Expense</i>	<i>Net</i>
<p>[C] Annual Professional Standards Training Annual training on Code of Ethics delivered at January Leadership Conference. This will be a 4-hour training session on Professional Standards and a 3-hour workshop on Mediation to be held at the annual Leadership Conference. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • Objective 5, Core Action I 	3,000.00	4,000.00	(1,000.00)
<p>[C] Mediations/Hearings/Procedural Reviews Mediation, ethics and arbitration hearings and procedural reviews to resolve disputes between members and promote the high standards of the association. <i>This is a mandatory service provided by LR.</i></p>	0.00	1,000.00	(1,000.00)
<p>*[C] REALTORS® Code of Ethics Training Formerly called “Quadrennial Ethics Training”, this course will be taught regionally to give members easy access to this required instruction which must be completed by all members by the end of 2012 <i>Strategic Plan Relevance:</i> Objective 5, Core Action I</p>	0.00	1,500.00	(1,500.00)

<p>[C] Mediator Training for Volunteers A statewide program to train and certify mediators to be able to resolve disputes among members without the time and expense involved in conducting hearings. Further, mediation promotes cooperation and positive relations among REALTORS. Mediation is a mandatory service to be provided by local and state associations. This will be a 4-hour course taught regionally by LR staff and volunteers.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • <i>Objective 5, Core Action I</i> 	0.00	1,500.00	(1,500.00)
<p>*[A] Ombudsman Training This will be a 4-hour training course for members to volunteer to serve as ombudsmen for state and local associations. It will be taught by an instructor from a state with an existing ombudsman program.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • <i>Objective 5, Core Action I</i> 	0.00	2,500.00	(2,500.00)
Professional Conduct TOTAL	3,000.00	10,500.00	(7,500.00)

LOUISIANA REALTORS®
2012 Legislative Division - Recommended Programs

<i>Program name & description</i>	<i>Revenue</i>	<i>Expense</i>	<i>Net</i>
STATE LEGISLATIVE TEAM			
<p>[C] Contract Lobbyist This package will be a continuation of Harris-Deville representation of Louisiana REALTORS® on a yearly basis. Package provides services to enhance all members' businesses through regulatory and legislative changes.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • <i>Objective 4, Core Actions 1-4</i> 	0.00	68,000.00	(68,000.00)
<p>[C] State Legislative Outreach This package entails outreach to local board membership and to our state legislators, to educate them on the key LR issues. These events are critical to present our issues and to build even stronger relationships with our state elected officials. These outreaches also provide a platform to bring the state and local REALTORS together with their state elected officials to further cultivate relationships between brokers and salespersons on real estate and other key issues.</p> <ol style="list-style-type: none"> i. A continuation of a 2 hour CE course will be provided in conjunction with the outreach events ii. A continuation of broker meetings will also take place in conjunction with these outreach events <ul style="list-style-type: none"> • <i>Strategic Plan Relevance:</i> <i>Objective 4, Core Actions 1-4</i> 	0.00	7,550.00	(7,550.00)
<p>[C] Legislative Session Expenses (March – June 2012) This package provides resources during a legislative session to further enhance our effectiveness. Hosting of specific committee dinners, allocating resources for legislators to attend a REALTOR® Day event, broker meetings with legislators and sponsorship of non-PAC related events fall within this package.</p> <p>Tier 1: Committee Dinners and Non Pac related sponsorships Tier 2: Expense for legislators to attend the annual LR legislative reception in Baton Rouge</p> <ul style="list-style-type: none"> • <i>Strategic Plan Relevance:</i> <i>Objective 4, Core Actions 1-4</i> 	0.00	10,229.00	(10,229.00)

<p>*[A] LR Legislative “Services and Dollars LR has saved you brochure” (January rollout 2012)</p> <p>This package would provide our membership with a recap of how much our legislative successes have saved them and their clients financially and also show them the services that have been provided to them.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1, Core Action 3 	0.00	6,000.00 - 2,000.00	(6,000.00) (2,000.00)
<p>[C] Federal Congressional Legislative Initiatives (January 2012)</p> <p>This package would provide resources for leadership, broker members and staff to further expand relationships on Capitol Hill, resources for non PAC sponsorship of Louisiana congressional activities, and to facilitate a strong presence with our delegation.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 4, Core Actions 1-4 	0.00	10,190.00 6,400.00	(10,190.00) (6,400.00)
<p>[C] Federal Congressional Outreach In-District Meetings (Fall 2012)</p> <p>This package provides an opportunity for state and local board members to meet one on one with their Congressperson in Louisiana. These meetings provide an opportunity to educate members of Congress on our real estate issues and also provide an avenue to have RPAC contribute to their campaigns.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 4, Core Actions 1-4 	0.00	2,100.00	(2,100.00)
<p>[C] REALTOR Washington D.C. Congressional Reception</p> <p>This package allows all NAR legislative meeting attendees a chance to briefly talk with their elected officials while in D.C. and hear from them on various issues. LR will still continue providing an avenue for all FPCs to meet one on one with key Congressional staff while in town for these legislative meetings.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 4, Core Actions 1-4 	4,500.00	6,500.00	(2,000.00)
State & Federal Legislative TOTAL	4,500.00	102,779.00	(98,279.00)

<u>RISK MANAGEMENT TEAM</u>	<i>Revenue</i>	<i>Expense</i>	<i>Net</i>
<p>[C] Online Legal Resources</p> <p>Development and maintenance of online research tools for members, including an update and upgrade to the Broker Toolkit. This is a no-cost, high value resource for members.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 5, Core Action 2 	0.00	0.00	0.00
<p>[C] Legal Hotline</p> <p>This service allows brokers to submit written questions on legal topics, which are answered either by in-house counsel or, when appropriate, by an outside law firm. <i>This low to no-cost service continues to be well used by members.</i></p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 4, Core Action 2 	0.00	0.00	0.00
<p>[C] Bill Drafting & Other Legislative Support</p> <p>Drafting and editing proposed legislation to ensure language meets LR standards and content meets needs and objectives of the association. This is a no cost program. General Counsel has drafted two bills and assisted in the review of proposed legislation</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 4, Core Actions 2 & 3 	0.00	0.00	0.00

<p>[C] D&O Insurance Insurance to cover activities LR's Officers and Directors on behalf of the association. <i>This is a mandatory service provided by LR.</i></p>	0.00	8,500.00	(8,500.00)
<p>[A] Outside Counsel Partnership LR will solicit proposals from one or more local law firms to provide cost effective supplemental legal services for the association and its members under the supervision and management of the General Counsel. Necessary in instances where there could be possible conflict of interest by using in-house counsel. This program has allowed in-house counsel to provide additional legal services on behalf of members in a cost-effective way. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • <i>Objective 5, Core Action 2</i> 	0.00	3,000.00	(3,000.00)
<p>[A]Continuing Education for Members A class presented at three locations statewide by Rice Insurance Company on risk management topics. No speaker fee will be incurred, with LR funding only travel and lodging expenses.</p>	0.00	500.00	(500.00)
<p>[A] Risk Management Outreach This program package provides funding for General Counsel to address members at sales meetings, broker breakfasts and local board meetings. Other methods of outreach include webinars and online delivery of services. Multiple visits to local associations and large offices have been well-attended and well-received. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • <i>Objective 5, Core Action 2</i> <p><i>Budgeted under Legislative Program Packages (Legislative Outreach)</i></p>	0.00	1000.00	(1000.00)
<p>[A] Red Stick Reports/Articles/Blogs Written analysis of pertinent legal topics affecting members. This is a no-cost, high value resource for members. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • <i>Objective 5, Core Action 2</i> 	0.00	0.00	0.00
<p>[A] Case Tracking Monitoring cases of interest affecting members and the real estate industry. This is a no-cost high value resource for members. <i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> • <i>Objective 5, Core Action 2</i> 	0.00	0.00	0.00
<p>[A] Risk Management Month A month-long series of initiatives designed to engage brokers and provide valuable risk management information to all members. A series of regional meetings/videoconferences will solicit broker questions and concerns, with the feedback used to drive second phase of initiatives, which will include dissemination of relevant information to members in writing and via videoconferences.</p>	0.00	0.00	0.00
<p>Risk Management TOTAL</p>	0.00	13,000.00	(13,000.00)

LOUISIANA REALTORS[®]

2012 Marketing & Member Services Division - Recommended Programs

<i>Program name & description</i>	<i>Revenue</i>	<i>Expense</i>	<i>Net</i>
<p>[C] Marketing & Communications</p> <ul style="list-style-type: none"> Maintain general member communications. Expand, improve and update member communication vehicles, including LAREALTORS.org, eNews Digest, the LR blog, standalone promotional materials and other publications. Maintain LR presence on targeted social networking websites, and expand as necessary to enhance communications and interaction with membership. Regular news release development and distribution, media tours as required, focusing on positive economic and real estate market information. Continue to cultivate relationships with media and position LR as credible source of industry info. Increase attendance by LR staff and officers at brokerage sales meetings and local association meetings, to provide market/issues info, and updates on available services. <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> <i>Objective 1: Core Action 1, Additional Actions 2, 4, 6</i> <i>Objective 2: Core Action 1, 2, Additional Actions 1, 3</i> <i>Objective 3: All</i> <i>Objective 5: Additional Action 2</i> 	0.00	10,300.00	(10,300.00)
<p>[A] Contracted Marketing Assistance</p> <p>Allocation to provide for contracted or part-time support in the Marketing & Communications.</p> <ul style="list-style-type: none"> <i>Strategic Plan Relevance:</i> <i>Objective 1: Core Action 1, Additional Actions 2,4,6</i> <i>Objective 2: Core Actions 1,2, Additional Actions 1,3</i> <i>Objective 3: ALL</i> <i>Objective 5: Additional Action 2</i> 		15,000.00	(15,000.00)
<p>[C] Website Development</p> <p>Further development, expansion, upkeep and maintenance of larealtors.org and REALESTATELOUISIANA.COM website. Consist of anticipated expenses for application development and additional feature development as necessary.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> <i>Objective 1: Core Action 3, Additional Action 6</i> <i>Objective 2: Core Action 1, Additional Action 3</i> <i>Objective 5: Additional Action 3</i> 	0.00	3,000.00	(3,000.00)
<p>[C] Research & Real Estate Trends Report</p> <ul style="list-style-type: none"> Continued compilation of Louisiana-specific real estate statistics, demographics and economic data related to the industry, contract with Borland Econometrics to produce analysis for quarterly report. Quarterly <i>Real Estate Trends</i> report distributed to members and media. Maintain sales data available from local boards in order to respond to inquiries between Real Estate Trends distributions, and develop custom statistical reports when necessary. <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> <i>Objective 1: Core Action 1, Additional Actions 2, 4, 6</i> <i>Objective 2: Core Action 1, 2, Additional Actions 1, 3</i> <i>Objective 3: All</i> <i>Objective 5: Additional Action 2</i> 	0.00	7,600.00	(7,600.00)
<p>[C] Alternative Content Delivery</p> <ul style="list-style-type: none"> Develop and implement a schedule of free “webinars” for members, featuring relevant timely topics. Continue to develop ways for delivering content and collaboration 	0.00	4,600.00	(4,600.00)

<p>opportunities through videoconference system.</p> <ul style="list-style-type: none"> Expand utilization of online video to inform and engage members. <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1: Core Action 1, Additional Actions 2, 4, 6 Objective 2: Core Action 1, 2, Additional Actions 1, 3 Objective 3: All Objective 5: Additional Action 2 			
<p>*[A] LAHomeowners.org</p> <p>Initial and expanded development on website geared to homeowner and private property rights issues and information. Consists of expenses for application development, content licensing and additional features</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 3: Additional Actions 2 Objective 4: Core Actions 2, 3, 4 Objective 5: Additional Action 2 	0.00	9,000.00	(9,000.00)
<p>*[A] SMS TEXT UPDATES FOR MEMBERS</p> <ul style="list-style-type: none"> Allocation to provide for expansion of LR's current eMerge communications platform to include SMS text capability. This would be operated as an "opt-in" text service for members interested in receiving updates on selected issues and activities. <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1: Core Action 3, Additional Action 6 Objective 2: Core Action 1, Additional Actions 3 Objective 5: Additional Action 3 	0.00	1,585.00	(1,585.00)
<p>[A] Affinity Program Development</p> <p>Continue to evaluate existing and create new affinity/discount programs of relevant products & services for the membership.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1: Core Action 2, 	1,000.00	0.00	1,000.00
Marketing & Member Services TOTAL	1,000.00	51,085.00	(50,085.00)

LOUISIANA REALTORS[®]

2011 REALTOR Commercial Alliance of LR - Recommended Programs

<i>Program name & description</i>	<i>Revenue</i>	<i>Expense</i>	<i>Net</i>
<p>[C] Commercial Development Conference</p> <p>Annual event where commercial members receive updates on key aspects of their business, specifically legal & legislative activity related to commercial real estate. Speakers usually include industry experts, LR legal counsel and NAR staff.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1: Core Action 2, Additional Action 4 Objective 2: Core Action 2 	5,000.00	5,000.00	0.00
<p>[C] Statewide Alliance of Commercial Entities</p> <p>Concentrated effort to participate in key events/programs for commercial REALTORS conducted by the state's commercial groups (CCIM, CIDs, LACDB, local boards, etc.). Improve communication and cooperation with other commercial organizations, with a goal of increasing awareness of available programs and services that address the needs of commercial practitioners.</p> <p><i>Strategic Plan Relevance:</i></p> <ul style="list-style-type: none"> Objective 1: Core Action 2, Additional Action 6 Objective 5: Additional Action 2 	0.00	3,500.00	(3,500.00)

<p>[A] Commercial Rep. Attendance at National Conferences Allows for funding of volunteer and/or staff leadership of REALTOR® Commercial Alliance of LR to participate in the annual CCIM/IREM joint federal legislative program, and Legislative and REALTOR® Commercial Alliance activities at the NAR Midyear meetings and annual meeting.</p> <p>Strategic Plan Relevance:</p> <ul style="list-style-type: none"> Objective 4: Core Action 1 Objective 6: Core Action 5 	0.00	6,000.00 4,000.00 2,000.00 <i>Reallocated to travel</i>	(6,000.00) (4,000.00)
<p>[A] Local Commercial Services Outreaches Programs will provide a free networking/listing “pitch session” opportunity, information on commercial issues and available commercial services to commercial REALTORS® in areas of the state that do not fall under the jurisdiction or influence of the state’s CID groups. Program would include evening or luncheon briefing/networking sessions for commercial REALTORS® in the Alexandria, Houma/Thibodaux, Monroe and Lake Charles areas.</p> <p>Strategic Plan Relevance:</p> <ul style="list-style-type: none"> Objective 1: Core Action 2, Additional Action 6 Objective 2: Core Action 1, Additional Action 1 	1,000.00	3,600.00	(2,600.00)
<p>[A] Commercial Education Curriculum Implementation plan for a statewide certificate in commercial real estate fundamentals. Rollout of curriculum offerings on commercial real estate fundamentals.</p> <p>Strategic Plan Relevance:</p> <ul style="list-style-type: none"> Objective 1: Core Action 2, Additional Action 7 Objective 5: Core Action 2, 4 	10,500.00	9,980.00	520.00
<p>*[A] Economic Development Involvement Work to educate commercial REALTORS® on development and incentive programs, seek beneficial relationships with state/local government and other economic development entities, and seek LR representation on related boards and committees. This will include building on our relationship with the Louisiana Department of Economic Development, C100, CPEX and other entities.</p> <p>Strategic Plan Relevance:</p> <ul style="list-style-type: none"> Objective 1: Additional Action 4 Objective 3: Additional Action 2 Objective 5: Additional Action 2 	0.00	2,500.00	(2,500.00)
REALTOR Commercial Alliance TOTAL	16,500.00	28,580.00	(12,080.00)

LOUISIANA REALTORS®

2012 Organizational Development Division - Recommended Programs

<i>Program name & description</i>	<i>Revenue</i>	<i>Expense</i>	<i>Net</i>
<p>[C] Office/Broker Outreaches Officers and staff to conduct onsite visits with real estate operations to receive input from owners, managers and agents on specific challenges they are facing in real estate. In addition, sales meetings conducted by the CEO.</p>	0.00	5,000.00 Reallocated to travel	(5,000.00)
<p>[C] Strategic Planning Retreat Annual “visioning” retreat to be held in Baton Rouge. Includes a facilitator to provide an outlook to the real estate industry and develop a strategic plan to deliver services of the association that meets the needs of the REALTOR members. Expenses include facilitator, dinner and lunch.</p>	0.00	4,000.00	(4,000.00)
Organizational Development TOTAL	0.00	4,000.00	(4,000.00)

LOUISIANA REALTORS®

2012 Program Packages Eliminated from Budget

<i>Program name & description</i>	<i>Revenue</i>	<i>Expense</i>	<i>Net</i>
<p>[C] Sandy Lash Education Scholarship The waiver of GRI tuition fees to aid selected scholarship recipients in the completion of the GRI program. One scholarship awarded in each region. Expenses are to cover the royalties paid for courses.</p>	0.00	6,000.00	(6,000.00)
<p>[C] LR Leadership A program (consisting of 4 retreats to be held in various locations throughout the state) to teach leadership skills to those who have demonstrated leadership potential through job-related and community activities. The program also provides a network of leaders across the state who are actively involved in improving our association and profession. It is anticipated that there will be 20 participants in 2012.</p>	20,000.00	33,680.00	(13,680.00)
<p>[A] Vice Chair Attendance at NAR Professional Standards Seminar Funding for Vice Chairs of state Grievance and Professional Standards Teams to attend NAR's annual Professional Standards Seminar. This training assures that volunteer leaders are equipped to train team members in how to conduct hearings. This intensive course is valuable training for our volunteer leaders. Strategic Plan Relevance: <ul style="list-style-type: none"> Objective 5, Core Action I </p>	0.00	4,000.00	(4,000.00)
<p>[A] Vice Chair Attendance at Annual NAR Mediation Training Funding for Vice Chair of state Mediation Team to attend NAR's 2-1/2 day training program. This training assures that volunteer leaders are equipped to train team members in how to conduct mediations. This intensive course is valuable training for our volunteer leaders. Strategic Plan Relevance: <ul style="list-style-type: none"> Objective 5, Core Action I </p>	0.00	2,000.00	(2,000.00)
<p>*[A] Voter Activation Network <ul style="list-style-type: none"> Contract with Target Smart Communications for annual licensing of their Voter Activation Network (VAN) product, a highly accurate database tool to support LR's political mobilization and voter targeting initiatives. Tie-in backend of existing member database and our Convio platforms administered through NAR. Build additional database information and targeted communications via the new LAHOMEOWNERS.org website. Strategic Plan Relevance: <ul style="list-style-type: none"> Objective 2, Core Action 1 This represents half the cost of the VAN system, LARPAC will pay the remaining \$14,000.00. </p>	0.00	14,000.00	(14,000.00)
<p>[C] Legal Assistance Fund Financial and other support for members involved in litigation affecting the interests of the association, its members or the real estate industry. (Funding from Reserves) This is a mandatory service provided by LR. . Strategic Plan Relevance: <ul style="list-style-type: none"> Objective 4, Core Action 2 </p>	0.00	5,000.00 <i>Funded from reserves</i>	(5,000.00)
<p>*[A] SMARTPHONE APP DEVELOPMENT <ul style="list-style-type: none"> Allocation to provide for contracted development of a free smartphone application(s) to be made available to Louisiana REALTOR members. Goal of application would be to enhance communication between LR and members – improving the delivery of industry news, statistics, education opportunities and other assistance. Strategic Plan Relevance: <ul style="list-style-type: none"> Objective 1: Core Action 3, Additional Action 6 Objective 2: Core Action 1, Additional Action 3 Objective 5: Additional Action 3 </p>	0.00	5,000.00	(5,000.00)