



Strategic Plan 2024-2025

The officers and directors of the Darien Board of REALTORS® met on February 20, 2024 to review, recommend and update a two-year strategic plan. The group discussed strengths, weaknesses and additional opportunities for both the Board and the MLS, and how to position the Board and MLS to best serve the membership while also promoting equality and discriminatory components, further supporting the Fair Housing Act. Focus areas and strategies noted below are not prioritized.

Mission Statement: Founded in 1930, the Darien Board of REALTORS® serves real estate professionals and residents of Darien. In partnership with Connecticut REALTORS® and the National Association of REALTORS®, the Board is dedicated to promoting professionalism and ethical real estate practices, while also providing industry information, political advocacy and education to its members and the community.

Focus Areas:

- MLS
- Education
- Professional Standards & Mediation
- Networking
- Community Education & Community Service
- Implementation of a plan to increase RPAC/RPAF awareness
- Advocacy
- Governance
- Technology
- Marketing / PR / Social Media
- Diversity / Equality & Fair Housing Components

Strategies:

MLS

- Continue to enhance the MLS technology to meet local needs and remain competitive
- Offer MLS training virtually through Flex webinars and learning center
- Monitor MLS for legal compliance and to meet emerging needs and maintain RESO certification
- Provide market statistics and data on public facing website
- Add off-market / FSBOs to Flex data

Education

- Continue to provide new member orientation with enhanced REALTOR Value proposition
- Guide members and continue to offer discounted, online continuing education options
- Encourage and educate REALTOR® safety with mandatory, annual REALTOR® Safety courses
- Promote to members the value of being affiliated with the State and National Associations of REALTORS®

Professional Standards & Mediation

- Direct members to CTR Statewide Professional Standards platform for all Ethics and Arbitration

Networking

- Continue to offer social functions with affiliate sponsorship while incorporating Community Outreach and Local Charities into member events.

Community Education & Community Service

- Work with local Chamber of Commerce and surrounding Boards to expand connections and enhance local businesses.

- Inform the public about issues that affect home ownership & real estate. Engage the public when warranted.
- Explain the value proposition of REALTOR® versus non-member licensees
- Donate to local charitable organizations per DBOR Bylaws when finances allow

Advocacy

- Encourage investment in RPAC/RPAF at all general meetings
- Identify ways for members to better engage with legislators
- Educate members about the importance of current legislative and regulatory issues through direct emails and more effectively, at general meetings.

Governance

- Continue to maintain a brick-and-mortar office in Darien as finances allow
- Continue to identify ways to reduce expenses
- Ensure quality training of staff and maintain Board attorney and accountant
- Identify opportunities for resource sharing with other associations or MLS
- Financial Advisory Committee shall continue to meet on a quarterly basis, or additionally as needed

Technology

- Ensure continuation of cloud storage of all DBOR & DMLS documents
- Maintain in house and public facing e-calendar
- Explore user friendly AMS to replace current system
- Continue to utilize virtual Zoom platform as needed

Marketing / PR / Social Media

- Create and support interactive website for Members and Public
- Streamline Social Media posts through Noble House as finances allow
- Promoting REALTOR brand with PR involving Community outreach

Diversity / Equality & Fair Housing Components

- Help our members provide equal opportunity to all homebuyers.
- Foster diverse, inclusive communities.
- Attract a diverse, inclusive next generation of practitioners.
- Reinforce the central role REALTORS® play in the industry and the transaction as businesses evolve and pivot to virtual operations.
- Inform and engage consumers on real estate issues at the national, state and local level to augment our voice to public officials

Strategic Plan Certification: This Strategic Plan includes Advocacy, Consumer Outreach, Fair Housing and Discriminatory and Financial Solvency components, and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

Board of Directors Approval Date: 02/20/2024

<i>Gen Distance, 2024 President</i>		Date: <u>02/20/2024</u>
President's signature		
<i>Kim Hyde, 2024 VP/President Elect</i>		Date: <u>02/20/2024</u>
President-Elect's Elect signature		
<i>Irene LaRusso, Executive Officer</i>		Date: <u>02/20/2024</u>
Association Executive's signature		