



Strategic Plan 2021-2023

The officers and directors of the Darien Board of REALTORS® met on January 19, 2021 to review, recommend and update a three-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 various ways, as needed
- Monitor MLS for legal compliance and to meet emerging needs and maintain RESO certification
- Enhance ability to provide market statistics and data

Education

- Provide new member orientation with enhanced RPAC/RPAF education
- Continue to offer free continuing education, as long as finances permit
- Encourage and educate REALTOR® safety with mandatory, annual REALTOR® Safety course
- Promote to members the value of being affiliated with the State and National Associations of REALTORS®

Professional Standards & Mediation

- Ensure ongoing training for mediators and professional standards committee members and current Board of Directors
- Continue to offer both Ombudsman and Mediation options for members, as well as required training of both.

Networking

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

Community Education & Community Service

- Connect REALTORS® to the town employees and officials through series of “Our Town” programs

- 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

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 an office in Darien
- Continue to identify ways to reduce expenses, when possible
- Ensure quality training of staff and maintain Board attorney and accountant
- Identify opportunities for resource sharing with other associations or MLS

Technology

- Ensure continuation of cloud storage of all DBOR & DMLS documents
- Maintain in house and public facing e-calendar
- Explore user friendly Administrative software with integration on FlexMLS to replace current system
- Help members adjust to the new realities of the market through delivery of essential, virtual resources and services, including world class credentials and professional development offered online, or in person when CDC permits.

Marketing / PR / Social Media

- Create and support interactive website for Members and Public
- Streamline Social Media posts through Noble House
- 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
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Strategic Plan Certification: This Strategic Plan includes Advocacy, Consumer Outreach, Fair Housing and Discriminatory 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: _____

 President's signature

Date: _____

 President-Elect's signature

Date: _____

 Association Executive's signature

Date: _____