

STRATEGIC PLAN
OF THE
JASPER AREA BOARD OF REALTORS®

The Jasper Area Board of REALTORS® is the "Voice of Real Estate" in North East Texas. Jasper Area Board of REALTORS® is an association that informs the local community of events and civic connections. Members give years of valuable services to the community with knowledge and value for all to share.

Consumer Outreach

OUR OBJECTIVE: To participate in a minimum of four meaningful consumer outreach activities annually.

- A. The board to conduct 2 activities demonstrating how the board is the "Voice for Real Estate" in the community.
 1. Activities may include, but are not limited to:
 - a. Promotion of market stats and/or trends and issues through President Columns or press releases or other events.
 - b. Use social media to share real estate data or retweet post from NAR Media or NAR Research Twitter account.
- B. The board to conduct at least 2 activities demonstrating the board's involvement and/or investment in the community. Activities may include, but not limited to:
 - a. Stories (press releases, social media) explaining the value of a REALTOR® to home buyers and/or sellers
 - b. Participate in small business fairs
 - c. Promote open house weekend
 - d. Sponsor vacant commercial property tour or commercial development
 - e. Partner with chamber of commerce to education consumers on local real estate market and opportunities
 - f. Sponsor event that explains benefits of homeownership
 - g. Sponsor event for high school graduates to consider real estate as a profession
 - h. Participate in Habitat for Humanity build
 - i. Participate in community fundraiser drive or event
 - j. Organize fundraiser activity to benefit a community organization.

The board to conduct at least 2 activities demonstrating the board's involvement and/or investment in the community regarding Diversity, Equity, Inclusion and Fair Housing. Activities may include, but not limited to:

- a. Complete the course, At Home With Diversity, offered through NAR
- b. Partner with chamber of commerce to education consumers on local real estate market and opportunities

- c. Use social media to share fair housing information, stats and resources.
- d. Sponsor event that explains benefits of homeownership
- e. Participate in community fundraiser drive or event
- f. Organize fundraiser activity to benefit a community organization.

Advocacy

OUR OBJECTIVE: To encourage all members to actively participate in Political Advocacy programs with the Board.

- A. The board will include in their annual dues statement a voluntary contribution to TREPAC and RPAC in the amount recommended by TREPAC each year.
- B. The board shall make every effort through billing and fundraising projects throughout the year to reach the goal set by TREPAC each year.
- C. The board will promote political action activities with a separate communication in the annual dues statement, communications to new members, information on social media, the board’s website and general publications to the members (as applicable).
- D. All Calls for Action from NAR and TAR will be published to the membership through direct email, notification on the board’s Facebook page, the board’s website and other social media.
- E. The board will support the REALTOR® Party’s “Vote – Act – Invest” goals by conducting at least 2 activities in each goal.
 - 1. “Vote” activities may include, but not limited to:
 - a. Conducting candidate interview
 - b. Conducting “Get out to Vote” program
 - c. Become a Voter Registrar
 - d. Participate in a local Independent Expenditure Campaign
 - e. Participate in a local Issues Mobilization campaign
 - 2. “Act” activities may include, but not limited to:
 - a. Promote Broker Involvement Program
 - b. Host town hall or forum to address real estate issues
 - c. Distribute “*On Common Ground*” to public officials
 - d. Participate in community planning
 - e. Host lobby day at local and/or state government offices
 - f. Encourage sign up for REALTOR® Party Mobile alert
 - 3. “Invest” activities may include, but not limited to:
 - a. Conduct phone bank
 - b. Conduct TREPAC fundraiser
 - c. Distribute brochures to promote PAC to members
 - d. Provide PAC presentation during general membership meeting
 - e. Distribute “*TREPAC for the Busy Broker*”

Code of Ethics

1. The Jasper Area Board of REALTORS® administers the NAR Code of Ethics enforcement through an agreement with the Texas Association of REALTORS®.
2. Offer Ombudsman services, free of charge, through an agreement with the Texas Association of REALTORS®.

Membership Involvement, Education and Technology

1. Promote and provide MCE for membership
2. Establish and maintain REALTOR® of the Year program.
3. Survey membership for issues best serving the community and REALTOR® issues.
4. Partner with other organizations to provide quality speakers on important and timely topics such as the Real Estate Center at Texas A & M University and the Texas Real Estate Commission.
5. Keep membership informed of the changing application of "distance learning" and how it is made available to this Board's members.

Financial Solvency

1. Hire a CPA firm to compile and review the finances of the Jasper Area Board of REALTORS®.
2. Provide the National Association of REALTORS® and the Texas Association of REALTORS® the name and a copy of the opinion of the audit.

Legal Status

1. The Board will hire an outside legal counsel and maintain a working relationship on an hourly fee basis for matters that are not provided in the Multi-Board Management Agreement with the Texas Association of REALTORS®.
3. Provide the National Association of REALTORS® and the Texas Association of REALTORS® the name of the attorney on an annual basis.

2021 Strategic Plan Certification for Jasper Area Board of REALTORS®

This Strategic Plan includes Advocacy and Consumer Outreach components and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors for Approval.