Reading-Berks Association of REALTORS®
2023-2025 Strategic Plan

Mission Statement:
To promote a high standard of professionalism, advocate for private property rights and improve the quality of life in our communities.

Vision Statement:
To empower our diverse membership to be the most respected resource for information on the real estate industry.

Goal – Establish the association as the leading source of information to members, the community and the media on real estate related matters.

- Enhance member and community access to real estate resources.
    - Redesign the association website to better serve members and the local community.
    - Audit communication mediums to ensure effectiveness for target audiences.
- Educate members and the community on how diversity, equity and inclusion impact real estate.
    - Highlight diversity of membership and community in marketing and communications efforts.
    - Promote Fairhaven, the fair housing simulation training from the National Association of REALTORS®, to current members to increase communication of diversity and inclusion.
    - Consider collecting additional demographic information via the new member application.

Goal – Create a culture of volunteerism where members are actively engaged in the association.

- Expand opportunities for members to develop and hone leadership skills.
    - Explore partnership opportunities to host the National Association of REALTORS® L.E.A.D. Vision Course locally.
    - Create a mentorship program that connects members interested in leadership positions with seasoned board members.
    - Develop a plan to solicit interest from diverse members to serve in leadership roles and on committees.
- Grow educational opportunities for members at the association.
    - Strengthen relationship with Polley Associates by having members serve as subject-matter experts in the development of courses.

    - Offer a diverse array of courses including the At Home With Diversity designation, commercial, appraisal and other market subsets to boost educational offerings for members.
- Increase association participation by member offices.
    - Connect with brokers via in-office meetings to explain how the association advocates for and benefits members.
    - Identify an office liaison for every member office to assist with promotion of association activities.

Goal – Ensure association membership and finances are healthy and sustainable.

- Conduct an audit of association governing documents.
    - Review and update the association's bylaws for compliance with current standards and practices.
    - Consider implementing a policy manual to provide guidance on items not applicable for inclusion in the bylaws.
- Ensure association assets are positioned to benefit the membership.
    - Explore options for developing a capital reserve policy to provide stability for the future.
    - Audit association-owned property to ensure it meets the needs of staff and members moving forward.
    - Explore opportunities for non-dues revenue related to leasing owned property.
- Expand partnership opportunities with real estate-related entities.
    - Review the membership experience of affiliates and how the association can better position relationships with REALTORS®.
    - Review existing tiered sponsorship program and its relationship to the affiliate membership program for additional non-dues revenue growth potential.

Goal – Expand the association's position as the leading advocate for private property rights and real property ownership in Berks County.

- Enhance the association's position as the voice for real estate.
    - Explore opportunities to build a coalition of like-minded industry partners.
    - Develop a key contact program to pair REALTORS® with local elected officials to stay in communication about local advocacy.
    - Identify members who serve on local school boards, city council, etc. and utilize as part of the key contact program.
- Continue to promote RPAC member engagement at all levels.
    - Increase major investor participation by 50%.
    - Increase participation goal to 45% in 2023 and 50% in 2024.
    - Gather testimonials from RPAC investors and use in communications; encourage brokers to use during office meetings.