

2016 Strategic Plan

Mission

To assist members to become successful, profitable, and to promote professionalism and property rights.

Goal 1 - Government Affairs

The Buffalo Niagara Association of REALTORS® is seen by the public, media, and elected officials as the leading advocate for private property rights and real property ownership.

Objective 1: - Government Affairs

Increase participation rates on NAR and NYSAR calls for action that are higher than national and state averages.

Objective 2: - Government Affairs

Continue to support property rights, housing, and real property ownership by providing active campaign assistance for political candidates that are friendly to REALTOR® party issues.

Objective 3: - Housing Opportunities

Identify and impact local issues of importance to the REALTOR® organization (property rights, housing, etc.) by utilizing local, state and national resources.

Objective 4: RPAC

Meet or exceed annual RPAC goals for dollar contributions and member participation.

Goal 2: - Executive

The Buffalo Niagara Association of REALTORS® promotes the REALTOR® image in the community, provides reliable information, and invests in the community through its involvement and charity.

Objective 1: - Executive/Staff

BNAR is the "Voice for Real Estate in western New York" promoting market statistics, real estate trends and issues, and their impact on consumers.

Objective 2: - Executive

Promote the value of using a REALTOR® and engage in community activities that enhance the image of REALTORS®.

Objective 3: - Housing Opportunities

Participate in consumer advocacy efforts and engage the public in legislative/political issues that impact homeownership, real estate investment and related issues.

Objective 4: - Executive

Invest in the community by organizing volunteers or fundraising for the benefit of local charitable/community organizations.

Vision

The Buffalo Niagara Association of REALTORS® supports and maintains an orderly marketplace for the effective exchange of real property while promoting uncompromising ethical principles among its members.

Goal 3: - Leadership Team

The Buffalo Niagara Association of REALTORS® operation and governance is structured to enable it to move quickly and effectively into the future and remain relevant.

Objective 1: - Leadership Team

Ensure that the strategic plan is consistently implemented and reviewed, and that it is updated annually.

Objective 2: - Executive, BOD, Staff

Consistently meet or exceed the NAR Organizational Alignment Standards.

Objective 3: - Leadership Team

Evaluate committees for purpose, structure, terms, etc., and their alignment with the strategic plan.

Objective 4: - Nominating Task Force

Evaluate the size and composition of the Board of Directors to ensure its effectiveness and flexibility.

Objective 5: - Nominating Task Force

Evaluate officer and director criteria to ensure that the Board members are selected based on their competencies and vision.

Objective 6: - Executive, BOD

Evaluate the nominating processes to ensure transparency and effectiveness in order to select the most qualified candidates.

Objective 7: - Task Force

Develop a volunteer recruitment plan.

Goal 4: Member Relations TF

The Buffalo Niagara Association of REALTORS® members find value in its programs and services.

Objective 1: - Education

Become the primary choice for members' education.

Objective 2: - Staff

Communicate more effectively with members by discovering communication preferences and targeting member segments.

Objective 3: - Member Relations TF

Evaluate every program, product, service, and activity to identify each one's "WIIFM" (What's In It For Me?).

Objective 4: - Task Force, staff

Consistently solicit member feedback in a variety of ways on a variety of topics and communicate results to members.

Objective 5: - Professional Standards

Educate members of Professional standards enforcement options, including ombudsmen, etc., and encourage a consistent practice of professional courtesies.

Objective 6: - Technology

Increase awareness of the Buffalo Niagara Association of REALTORS® technology services.

Values

- Learn
- Instill Excellence
- Member Focused
- Encourage Ethics/Integrity