

# Buffalo Niagara Association of REALTORS®



## 2012 Business Plan

## VISION

*The BNAR will support and maintain an orderly marketplace for the effective exchange of real estate while promoting uncompromising ethical principles among its members.*

## MISSION STATEMENT

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

## GOALS

(Note: the Goals have been numbered for identification purposes only; the numbers assigned do not represent any priority order).

- Goal 1      Professionals Standards, Conduct and Etiquette*
- Goal 2      Marketing/Public Relations/Communications/Membership*
- Goal 3      Professional Development*
- Goal 4      Political Advocacy*
- Goal 5      Housing Opportunities*
- Goal 6      BNAR Operations*

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<b>OBJECTIVES AND PROGRAMS/ACTIVITIES</b>
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***Goal 1      Professionals Standards, Conduct and Etiquette***

**To have members committed to maintaining an orderly marketplace by understanding, using and following the Code of Ethics, the “Platinum Rule” and appropriate business practices in their daily business.**

**Objective 1A      To increase promotion and enforcement of the NAR Code of Ethics and foster awareness that every four years a Code of Ethics course is required.**

**Objective 1B      To maintain the Grievance, Professional Standards and Mediation process.**

**Objective 1C      To promote “Pathways to Professionalism” and Mediation as a member benefit.**

**Objective 1D      To inform and educate members of current Risk Reduction/Best Practices issues.**

**Objective 1E      To investigate new Risk Reduction issues for possible impact on BNAR members.**

**Objective 1F      Develop/maintain forms and contracts for members use that are consistent with the law and uniform in nature.**

**Goal 2      Marketing/Public Relations/Communications/Membership**

**To promote the value of BNAR and the REALTOR® to all members. To promote the value of the REALTOR® to the public.**

- Objective 2A      To improve the efficiency of communications to all members.**
- Objective 2B      To increase members use of the BNAR Website.**
- Objective 2C      To promote the value of BNAR to the membership.**
- Objective 2D.      To promote the value of the REALTOR® to the public**
- Objective 2E      To promote careers in real estate through local colleges.**
- Objective 2F      To promote the value of the Key Communicator.**
- Objective 2G      To encourage and develop member involvement in community affairs.**
- Objective 2H      To provide Member Services/Benefits.**
- Objective 2I      To encourage real estate professionals to be advocates in spreading the green philosophy to its members and the public.**

**Communication Vehicles**

Message of the Day on MLXchange  
BNAR Website  
BNAR Online Calendar  
Fax  
USPS mail/Letters and  
Bi weekly E-mail – News, Education & Events  
Special E-mail blasts  
Key Communicator Publication/Office Manager  
Voice Mail once per week  
Email once per week  
Special Voice Mails to membership  
Announcement at Office Meetings  
Brochures and Flyers

Signage in Classroom and Reception Area  
Monitor in Reception Area  
Months Calendar on Display in Reception Area  
Wall Displays in Reception Area  
Committee and Board of Directors Meetings  
Special Seminars, Lunch-n-Learns, Events  
New Officer/Director Orientation  
Chairs/Co-Chairs/Vice Chair Orientation  
Events/Education/Seminars  
Facebook  
Twitter

**Goal 3      Professional Development**

**To provide REALTORS® with the knowledge, support and tools they need to successfully complete real estate transactions in a professional manner.**

**Objective 3A      To provide quality continuing education offerings.**

**Objective 3B      To provide risk reduction programming.**

**Objective 3C      Work in conjunction with the Technology Committee to educate the membership on the technology tools available to assist members to work smarter and more efficiently as well as other course offerings.**

**Objective 3D      To develop and deliver events for the members.**

**Objective 3E      Increase educational opportunities with other organizations.**

**Objective 3F      To provide non-credited and personal educational opportunities to the membership.**

**Objective 3G      To increase the amount of members having a designation.**

**Objective 3H      To meet the required courses by NAR, Code of Ethics and Fair Housing Training.**

**Goal 4      *Political Advocacy***

**To be the proactive advocate for members on real estate.**

**Objective 4A      Identify key issues affecting real estate and be the industry advocate.**

**Objective 4B      Encourage and develop member involvement in the political process.**

**Objective 4C      Develop new ways to reach out to the membership.**

**Objective 4D      Build coalitions with organizations having similar political goals.**

**Objective 4E      Have an effective and well-funded RPAC program.**

**Objective 4F      Financially support elected officials who can positively support our issues.**

**Objective 4G      To create a PAG group to investigate promoting the Golden Triangle (Buffalo, Niagara, Toronto, St. Catherines, Ontario)**

**Goal 5      *Housing Opportunities***

**To expand members and the public's knowledge on the opportunities and advantages of homeownership.**

**Objective 5A      Identify and increase cooperation with faith-based and community organizations that relocate diverse cultures into WNY.**

**Objective 5B      To educate members on Fair Housing and Cultural Diversity.**

**Objective 5C      To educate members on laws and regulations pertaining to housing issues.**

**Objective 5D      To be the resource for members on affordable financing products.**

**Objective 5E      Promote multi-language members serving diverse public.**

**Objective 5F      Work with the technology committee in exploring translation of documents in various languages.**

**Objective 5G      To educate members on HUD homes, fraudulent flipping, foreclosures.**

**Objective 5H      Build coalitions with organizations having similar housing opportunity goals.**

**Objective 5I      Encourage and develop member involvement in community affairs pertaining to housing.**

**Goal 6      *BNAR Operations***

**To provide sound financial management and leadership.**

**Objective 6A      Continue the planning process to address future issues.**

**Objective 6B      Review bylaws and governing documents, updates and certifications.**

**Objective 6C      Review BNAR relationships and develop future plans.**

**Objective 6D      Ensure sound financial management.**

**Objective 6E      Work with NYSCAR and other affiliate groups.**

**Objective 6F      Provide Member Services/Benefits.**

**Objective 6G      Review Membership Categories and develop a membership retention strategy.**

**Objective 6H      Develop a regionalization outreach program for consolidation of member services.**

**Objective 6I.      Encourage and reach out to diverse members.**