

Buffalo Niagara Association of REALTORS®



2011 Strategic Plan Accomplishments

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*

OBJECTIVES AND PROGRAMS/ACTIVITIES

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.

Promote Code of Ethics and course requirements through all communication vehicles
Hold Grievance Meetings and Professional Standards Hearings

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

All Grievance and Professional Standards Committee members attended the (mandatory) NYSAR Professional Standards Training in February, 2011.

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

Included as handout at office meetings
Discussed as part of the Code of Ethics Training
Tips posted in communication vehicles
Mediation Brochure mailed w/arbitration paperwork in advance of hearing.

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

REALTOR Issues Committee (Risk Reduction & Best Practices) issues are communicated to members via BNAR communication vehicles.

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

REALTOR Issues Committee meets regularly to review issues

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

BNAR in conjunction with the Bar Association of various counties, continues to review the Contract of Sale, Riders and other forms for the members use.

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.**
 Communications sent on a timely schedule with members anticipating its arrival – 1x per month Key Communicator and Office Manager update; every two weeks BNAR News, Education & Events; MLXchange Message of the Day updated daily – limited information; website updated weekly or as needed; social media updated.
- Objective 2B To increase members use of the BNAR Website.**
 Website redesigned with new features and better navigation
 Members must go to website to register for education and events and to view calendar
- Objective 2C To promote the value of BNAR to the membership.**
 Partnered with the Buffalo Home & Garden Show for free tickets
 Staff visits to offices to promote BNAR
 Membership Survey sent out in July creates awareness as well as feedback
 New website features benefit of the month, special education classes and important news
 Customer service improvements
 Free Events – Dick Betts, Mark Lesswing, Stefan Swanepoel
 Vendor tables with information at each event promoting BNAR services
 Continually adding new discounts
 More outreach to members through thank you cards
 Special recognitions and awards (Realtor of the Year, Realtor-Associate of the Year, Emeritii, etc.)
 Opened Genesee Valley Office
 Key Communicator Kick Off held in April
 Hold Lunch-n-Learns, discounts on Education
 Regularly scheduled emails to promote news, education and events
 Special events
 BNR History posted on BNAR website
 Website Members in the News carries kudos, benefits and fundraisers and also In Memoriam
 Realtors Connect 2 Charities program updated regularly
 Member recognition on website – photos added
- Objective 2D. To promote the value of the REALTOR® to the public**
 Value shown through partnership with Buffalo Home & Garden Show
 Participation in community events
 Articles in 2FindYourHome Publication, releases sent to other news media
- Objective 2E To promote and help develop events for the members.**
 Promote all events through all communication vehicles and work with key staff and committees to develop events
- Objective 2F To promote careers in real estate.**
 Membership Committee determined that this is not a function of BNAR but list career seminars on BNAR Website

- Objective 2G** **To promote safety awareness.**
 Hosted a safety lunch-n-learn but was cancelled due to lack of enrollment
 Safety tips included in communication vehicles
 Use MLXchange to inform membership of any safety issues
- Objective 2H** **To promote the value of the Key Communicator.**
 Hosted a Key Communicator Kick Off
 Have a special page on BNAR website
 Promoted Key Communicators at events through vendor tables
 Give out Ask Me I'm Your Communicator plaques to display on desks
 Key Communicators are encouraged to speak at office meetings
- Objective 2I** **To encourage and develop member involvement in community affairs.**
 Member participation in: Citybration, Empty Bowls, Buffalo Home & Garden Show, Smart Growth Seminars, Salvation Army
 Promote NAR awards for involvement in community events
 List of charities and contact information updated on BNAR website
 Work with the President each year on their initiatives
- Objective 2J** **To provide Member Services/Benefits.**
 Any entity that can provide a discount/service to members is added as a member benefit, provided it is not contractually binding.
 Benefit of the month highlighted in communication vehicles
 Ad on website Benefit of the Month
 Staff member in contact with discount/service providers on a regular basis
- Objective 2K** **To encourage real estate professionals to be advocates in spreading the green philosophy to its members and the public.**
 Green Committee in place
 Participated in the Buffalo Green Expo
 Lunch-n-Learn conducted on invasive species and the low carbon diet

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.

Code of Ethics – Monthly
Orientation Course – Monthly
MLXchange Basic – Monthly
MLXchange Advanced – Monthly
Fair Housing - Monthly
Buffalo Waterfront and Real Estate Development
Comparative Market Analysis
Mortgage Fraud
Created fifteen new courses offering
CE Courses for Appraisers and Home Inspectors
Increased our ITI Certified Instructors
Course offerings in Genesee Valley
Added three new instructors

Objective 3B To provide risk reduction programming.

Work with the Realtor Issues Committee to offer seminars on an as needed basis.

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.

MLXchange Basic
MLXchange Advanced
Comparative Market Analysis
Report Manager
Display/Palm Training/Supra
Enhanced MLXchange Training
Social Media
Facebook/Twitter
Supra/Lockbox
Seminar at Luau on the Lake
Free MLXchange training
Instanet training for managers and agents
Docbox training
iPad training
Kurio and Data Coop training

- Objective 3D** **To develop and deliver events for the members.**
Offer lunch and learn seminars, regional membership meetings, webinars, Supra – Active Key and Palm, Docbox, Phone, Speakers series - Dick Betts, Stefan Swanepoel and Mark Lesswing, Safety, BNAR Networking Event, Luau on the Lake, Cultural Business Etiquette series, Food Bank of WNY, Buffalo Citybration, Buffalo Home & Garden Show, BNAR YPN Chapter, NYSSREA Conference, National Trust Historic Preservation Conference
- Objective 3E** **Increase educational opportunities with other organizations.**
Work with Erie County Bar Association, Western NY Law Center, Office of Strategic Planning, Buffalo Urban Development Corporation, Erie County Fair Housing Partnership, ECIDA, City of Buffalo, HOME CCIM, National Association of REALTORS, New York State Association of REALTORS, International Institute of Buffalo, Buffalo Niagara Partnership, NYSCAR, Amherst Chamber of Commerce, National Trust Historic Preservation
- Objective 3F** **To provide non-credited and personal educational opportunities to the membership.**
Lunch and Learn Series
Enhanced MLXchange Training
Grant and Affordable Programs
Economic Forecast
Speakers Series – Dick Betts, Stefan Swanepoel, Mark Lesswing
Report Manager
Social Media
Facebook/Twitter
Web 2.0 Tools for the Real Estate Industry
Instanet Forms/DocBox
Verizon Wireless
Webinars
National Grid
First Niagara Bank
ATT Financial
HSBC Bank
Smart Growth
Kurio/Data Coop
New York in the New Economy

Objective 3G

To increase the amount of members having a designation.

RI 408 – The Tech Agent

RI 409 – Equal & Ethical Service for Today's Consumer

BPO's – The Agent Role in the Valuation Process

Heavily promoted the NYSAR Education Scholarship and Education Foundation

BNAR Awarded \$1,895 – 8 Winners

Objective 3H

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

Offer the Code of Ethics and Fair Housing courses monthly.

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.**

- Promote National & State Calls-for-Action
- Working on 30 day minimum rental in Village of Ellicottville
- Property Management Licensing in City of Buffalo
- Promoting planned development through the Framework for Regional Growth
- Evaluated School Budgets in WNY

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

- Encouraged new PAC membership. Added 5 new members in 2011; committee moved to reduce size to ensure quorum and increase effectiveness
- Office Visits: have visited 7 offices thus far
- Promptly responding to member inquiries
- Promoted participation in June Lobby Day

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

- Attended & made presentation at regional meetings
- Attended meetings & made presentation at NYSAR regional meeting, & meeting Niagara Frontier & Cattaraugus Associations
- Assisted with BNAR/GVBR golf outing

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

- Coalition Committee
- Thruway Alliance
- Unshackle Upstate
- Committee to Dispute Fox (Anti-Development) Report
- Working with WNY Land Conservancy
- Distressed Properties Task Force
- Anti-Flipping Task Force
- Amherst Chamber of Commerce
- Buffalo Niagara Partnership

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

- Achieved 101% in 2010
- Within 7% of 2011 RPAC goal
- Developed and promoting RPAC cocktail party as thank you for \$99+ donors, encourage contributions and have membership meet Congressional delegation

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

- **Attended fund raisers**
- **Evaluating endorsement and support process**

Objective 4G **To create a PAG group to investigate promoting the Golden Triangle (Buffalo, Niagara, Toronto, St. Catherines, Ontario) No Action**

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.**
Work with the non-profit agencies, attending and promoting their events.
- Objective 5B To educate members on Fair Housing and Cultural Diversity.**
Offer Fair Housing course monthly and promote fair housing month. Work with with International Institute of Buffalo, HOME and Erie County Fair Housing Partnership to bring educational programs on Fair Housing and Cultural Diversity to members. Offered Cultural Business Etiquette seminar series.
- Objective 5C To educate members on laws and regulations pertaining to housing issues.**
Work closely with the Public Affairs committee.
- Objective 5D To be the resource for members on affordable financing products.**
Offered a series of lunch and learns with lenders and non-profit agency to keep our members updated on the latest programs, products and services.
- Objective 5E Promote multi-language members serving diverse public.**
Complete and updated list available on BNAR.org and the Buffalo Niagara Homes.com website and working with the International Institute of Buffalo.
- Objective 5F Work with the technology committee in exploring translation of documents in various languages.**
Working with the International Institute of Buffalo to have Why Use a REALTOR created in the different languages. Document is already created in Spanish by NAR.
- Objective 5G To educate members on HUD homes, fraudulent flipping, foreclosures.**
Offered and created courses to educate the members on these issues.
- Objective 5H Build coalitions with organizations having similar housing opportunity goals.**
Participate in Buffalo Citybration Events, Directorship on HomeFront, Mortgage Bankers Association, Erie County, Fair Housing Partnership and Amherst Chamber of Commerce, West Side Neighborhood Housing, Member of the Women's Council of REALTORS, Buffalo Niagara Partnership

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

Salvation Army, Connecticut Street Garden; Empty Bowls; Brush up Buffalo Waterfront and Real Estate Development Tour; Habitat for Humanity, Garden Walk, Food Bank of WNY, Buffalo Home and Garden Show, Buffalo Citybration

Goal 6 *BNAR Operations*

To provide sound financial management and leadership.

- Objective 6A Continue the planning process to address future issues.**
Business Planning Session conducted yearly
- Objective 6B Review bylaws and governing documents, updates and certifications.**
Bylaws Committee in place
Standing Rules updated yearly
- Objective 6C Review BNAR relationships and develop future plans.**
- Objective 6D Ensure sound financial management.**
2010 audit completed
- Objective 6E Work with NYSCAR and other affiliate groups.**
Work with Womens Council of Realtors
Buffalo Niagara Builders Association
New York State Commercial Association of Realtors
Buffalo Niagara Partnership
NAR and NYSAR
- Objective 6F Provide Member Services/Benefits.**
Duplicated – see Goal 2
- Objective 6G Review Membership Categories and develop a membership retention strategy.**
PAG formed to review membership categories
- Objective 6H Develop a regionalization outreach program for consolidation of member services.**
In place – Niagara, Genesee Valley
In progress - Cattaraugus
- Objective 6I. Encourage and reach out to diverse members.**