

# Buffalo Niagara Association of REALTORS Strategic Plan

## Mission

To assist members to become successful, inclusive and profitable and to promote professionalism, fair housing and real property rights.



## Who We "R"

The Buffalo Niagara Association of REALTORS® (BNAR) is an industry organization that elevates the professional proficiency and ethical conduct of our members, is the trusted source for accurate real estate information, staunch advocates for the protection of private property rights and are willing partners to help strengthen our communities.

## Vision - Our Promise

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

## Governance:

With the commitment of our leaders, volunteers and staff, BNAR operates a fiscally responsible business that is future focused, service driven and growth oriented.

### Strategic Objective: Staff

We maintain a highly experienced and dedicated staff who are committed to the success of the business, a valuable resource to members and are focused on implementing our strategic vision.

### Strategic Objective: Facility and Operations

In anticipation of the future vision of our business, BNAR maintains a modern, state of the art facility that is strategically located to serve the needs of our members.

### Strategic Objective: Finance

BNAR is a fiscally responsible business that has incorporated the necessary financial protocols and general accounting principals to ensure full accountability, strategic growth and long term investment strategies to fund our organizational objectives.

### Strategic Objective: Structure

BNAR has an efficient leadership structure to implement it's strategic vision.

### Strategic Objective: Business Growth

BNAR is open to opportunities for future business growth.

## Government Affairs

While emphasizing the value of investing in RPAC, BNAR proactively cultivates working relationships with political agencies, government officials and like-minded organizations as it pertains to issues affecting real estate, real property affordability and ownership rights.

### Strategic Objective: Fundraising

Members understand the importance of investing in RPAC and BNAR has a vibrant culture of investing beyond minimum levels.

### Strategic Objective: Policy

BNAR and its members have a strong passion to fight for Real Property Affordability and Ownership Rights.

### Strategic Objective:

#### Grassroots Mobilization

BNAR has a group of influential members possessing quality personal relationships with political and elected officials prepared to mobilize on real property issues.

### Strategic Objective: Influence, Outreach

BNAR leverages the talents of members who have cultivated extensive relationships with a spectrum of boards, commissions, government entities and other business organizations.



## Community Relations

In our communities, BNAR is the trusted resource and valued partner for the public regarding all matters pertaining to real estate.

### Strategic Objectives: Programs, Events

BNAR's focus is to demonstrate our members' commitment to the communities they serve and to elevate the public's awareness and positive perception of BNAR and our industry.

### Strategic Objective: Advocacy and Consumer Mobilization

While acting as a liaison for our communities, BNAR collaborates with and mobilizes the public to take positive and proactive action regarding local laws, property rights and real property affordability issues.

### Strategic Objective: Philanthropic Efforts

To demonstrate commitment to our communities BNAR members support local charities with their time and resources.

### Strategic Objective: Influence, Outreach

BNAR leverages our members' extensive relationships with a spectrum of community boards, community agencies, charitable organizations and other philanthropic entities.



## Professional Development

BNAR has a culture for advanced professional career development, offering the highest caliber of trainers to deliver engaging programs catering to our member audiences through a variety of delivery options.

### Strategic Objective: Programming

To better serve both clients and fellow REALTORS®, BNAR delivers professional career development programs to elevate the knowledge, skills and professionalism of our members.

### Strategic Objective: Target Audiences

BNAR anticipates and responds to the career needs of our various member audiences.

### Strategic Objective: Trainers

BNAR hires recognized and engaging industry experts to deliver relevant professional career development programs.

### Strategic Objective: Delivery Methods

BNAR delivers professional career development programs through a variety of methods that satisfies both compliance and proficiency standards.

### Strategic Objective: Professional Standards

According to the standards and criteria set by the National Association of REALTORS®, BNAR offers the spectrum of services available to members for Code of Ethics enforcement.

## Communications

BNAR is the trusted source for real estate related news and information to the membership and the public.

### Strategic Objective: Internal

BNAR has an effective communication plan with uniform messaging that communicates the value of its programs, products, services and benefits to its members.

### Strategic Objective: External

Through our consistent communications, our communities value REALTORS® as a pivotal part of their real estate experience and an essential partner in advocating for responsible community development, the protection of property rights and real property affordability.

### Strategic Objective: Delivery Method

BNAR utilizes a wide variety of communication methods to engage our members and the public.

### Strategic Objective: Messaging

Utilizing local, state and national information, BNAR communicates a uniform message to members and the public.

### Strategic Objective: Talent member database

BNAR consistently collects data to profile our membership and leverage their talents.

**Our Values -- Learn, Instill Excellence, Member Focused, Encourage Ethics/Integrity**

## Fair Housing & Diversity, Equity and Inclusion

**Leadership** – BNAR is committed both through it's Board of Directors, workgroup, taskforces and committees to ensure that we provide opportunities of al our member demographics to engage

**Leadership** – BNAR creates alliances with members that are members of affiliated with real estate cultural groups, councils and organizations to build bi-lateral bridges of mutual understanding in common goals

**Professional Development** – Through workshops, Code of Ethics training and continuing education offerings, BNAR delivers programs that help others understand the concepts of Diversity, Equity and Inclusion

When experiencing the professional standards process, members recognize that everyone is properly trained in Diversity, Equity and Inclusion concepts to provide members confidence in the process.

**Community and Government Affairs** – Both areas include initiatives member outreach through community involvement and through advocacy efforts, we support efforts in the area of Diversity, Equity and Inclusion

**Staff Training** - Staff is properly trained in Diversity, Equity and Inclusion to better serve the members