

MetroTex Association of REALTORS®
2020 Young Professionals Network Business Plan

Committee Purpose:	The MetroTex YPN Committee helps build relationships among young real estate professionals through education, social networking, technology, community efforts and political involvement. The MetroTex YPN Committee helps young real estate professionals excel by giving them the tools & encouragement to become involved.
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Objective(s)	Performance Measure
1B4: <u>YPN Speaker Series</u> - Host a series of 4 TedX Talk type of events to provide value to YPN members and other MetroTex members.	Value will be provided to those in attendance due to the subject matters presented.
1A2: <u>Facebook Live Classes</u> - Provide value to MetroTex stakeholders through Facebook LIVE training videos within our YPN Facebook group. The subjects would consist of digital marketing topics.	Engagement and attendance will be measured
1C4: <u>Networking Events</u> - Formal team meetings and happy hours would be replaced with 3 valuable networking events for all YPN participants. The theme of the networking events would be to create a “small group” feeling to newer agents and affiliates.	Attendance of affiliates, vendors, and REALTORS®
4D1: <u>Jubilee Center</u> - Continue the tradition of decorating the Jubilee Center during the holiday season.	Increased association community outreach—documented by digital coverage.
4D1: <u>School drive/ Summer bash tailgate</u> - An outdoor tailgate/cookout as the summer bash that would be used to collect school supplies for the upcoming school season.	
4C1: <u>Christmas party</u> - Continue the tradition of the YPN Holiday Party.	Membership increases and increased business relationship through MetroTex YPN Committee hosted events.
5E1: <u>Internal Database</u> - Establish an internal YPN database that would give us more insights to our members to understand talents, areas of specialty, and interests so that members can be valuable.	
5C3: <u>YPN Podcast</u> - Host a podcast to provide market updates, announcements, case studies, highlights, etc. This would assist and providing stakeholders information when and how they want it.	Increased participation, knowledge, and attendance of association happenings.
5A3: <u>Imagery</u> - Have a YPN backdrop (Step & Repeat) to have at all of our events so that photos can be taken and shared with better YPN branding. Also, establish a brand and new imagery for the YPN committee as a whole to show better sides of YPN.	Increased awareness and recognition of MetroTex YPN to new audiences.
5D1: <u>Marketing Pieces toolbox</u> - Have a cohesive and approved way to promote YPN as a committee and also to provide value to MetroTex stakeholders from a Young Professionals standpoint. This will include a full YPN rebrand.	New opportunities for marketing for MetroTex YPN members.

Fiscal Note: YPN VC & Chair in Chicago Panel Event - \$1500; NAR Conference - \$2500; Step & Repeat Banner - \$300; Summer Bash - \$780 (See Event Budget); Speaker Series - \$400 Holiday Party - \$2000 (See Event Budget); Sub Committee Name Tags - \$200

Total Budget Impact: \$4,900