

MetroTex Association of REALTORS®
2021 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
1D2: <u>Professional Growth</u> – Offer discounts to the YPN committee members to help them find their niche in real estate & complete designation classes, at any networking events provide YPN coupons for CE classes as well to all members that attend.	Track YPN members education, and help classes receive more attention.
2A1/4B2: <u>TREPAC Animated Ad</u> – Partner with TREPAC to bring a fun and informative message to our members & clients about what TREPAC does for them.	Have a video to share with members & share it on every social media outlet.
Area 4: <u>Community Service Events</u> – Partner with Community Outreach & other committees to maximize our efforts in providing money or goods to communities in need through a summer & holiday season event.	Measure the amount of resources contributed & hours spent helping the community
1C: <u>Introduce YPN to new REALTOR members</u> – Various YPN committee members will speak at New Member Orientation to let new members know about the great resources offered by MetroTex & YPN	Measure the number of new recruits to YPN meetings & events
1C: <u>YPX After-Hours</u> – Continue the YPX speaker series to bring fun & informative materials to our members.	Measure success through views, shares, likes, & comments
1A: <u>YPN Forums</u> – Plan & host YPN forums to provide education to all MetroTex members with topics including business development, marketing, and technology	Measure attendance & feedback with a forum evaluation form
5C: <u>Communication Platforms</u> – Build & redevelop social media pages & improve the MetroTex YPN page to become more user friendly and spread awareness for YPN	Track the changes made & benefit by monitoring likes & shares on social media page
3E: <u>Collaboration</u> – Partner with other young professional groups around Dallas to help business develop & promote diversity in networking	Have contact information for different groups & promote events through email & social media channels

Fiscal Note: YPN Chair, VC, & Staff Liaison Chicago Panel Event - \$2,400; Texas REALTOR & NAR Conferences - \$3,000; YPN Holiday Party (See Event Budget); Community Outreach Event (See Event Budget); YPN Forums - \$600; YPX After-Hours - \$400; Class Discounts - \$1000

Total Budget Impact: \$7,400

