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# STRATEGIC PLAN 2024



**METROTEX**  
Association of REALTORS®

## 2024 STRATEGIC PLAN

### AREA 1

#### PURPOSE

**Equity, Inclusion and Diversity** -- We promote an equitable and inclusive culture, by engaging all members and celebrating the diversity of our association and communities.

#### STRATEGIC OBJECTIVES

- **1A. Cultivate Respect** and an equitable environment for all.

#### STRATEGIES

1A1. Actively and intentionally engage and involve members, volunteers, and speakers who represent the broad diversity of the real estate industry and the communities we serve.

1A2. Provide mentorship to develop future leaders within the organization.

- **1B. Allocate Resources** to advance DEI-focused initiatives.

#### STRATEGIES

1B1. Advance DEI in our governance, leadership and communications.

- **1C. Commitment** to ensuring that governing documents, communication channels, and the nominating and elections processes reinforce MetroTex's commitment to DEI.
- **1D.** Continually collaborate with diverse organizations to support and engage all communities.

### AREA 2

#### PURPOSE

**Member Engagement:** We consistently engage with Members to understand their business needs, provide desired services, and promote their business success.

#### STRATEGIC OBJECTIVES

- **2A. Connect with Members** delivering timely, relevant business information and services in the frequency and format our diverse members choose.

#### **STRATEGIES**

- 2A1. Enhance Member experience by continually solicit member feedback to better understand the members' changing business needs.
- 2A2. Provide products and services that meet our members' needs.
- 2A3. Use segmentation to target specific membership groups.
- 2A4. Identify and articulate our value propositions.
- 2A5. Facilitate the dialog between MetroTex, NAR and Texas REALTORS®.
- 2A6. Deliver outstanding, customized member service.
- 2A7. Develop a REALTOR®-facing interface for a single point of engagement. (MetroTex is a one stop solution.)

- **2B. Promote the MetroTex Brand** to Brokers, Agents, Affiliates and potential partners.

#### **STRATEGIES**

- 2B1. Create consistency of branding in all publications, facilities, and marketing.
- 2B2. Promote the value of MLS and provide Brokers, Agents and the public with outstanding data analytics, market intelligence, and support.

- **2C. Collect and Leverage Relevant Member Data** to better serve their business needs and utilize their talents and expertise.

#### **STRATEGIES**

- 2C1. Capture data needs to be front of mind for leadership and staff.
- 2C2. Make it easy for both staff and members to utilize.
- 2C3. Utilize data to improve member experience and engagement.

## **AREA 3**

#### **PURPOSE**

**Professional Development:** We provide exceptional educational programming, designed to advance the professionalism of REALTORS® and enhance the consumer experience.

#### **STRATEGIC OBJECTIVES**



- **3A. Broad-Spectrum Programming** that meets the topic preferences, learning styles, and delivery methods that real estate professionals desire.

#### **STRATEGIES**

- 3A1. Explore creation of “MetroTex University” as an education marketing platform.
- 3A2. Use modern, traditional and non-traditional, innovative and efficient, tools to deliver professional development offerings.

- **3B. Engage Top Rated Trainers** who are dynamic and subject matter experts.

#### **STRATEGIES**

- 3B1. Continuously recruit and retain qualified trainers that are “best in class” in their area of industry specific specialization.
- 3B2. Value and pay industry talent to bring very high-quality programs to the Association.

## **AREA 4**

### **PURPOSE**

**Government Affairs:** We are *the* advocate for all things real estate.

### **STRATEGIC OBJECTIVES**

- **4A. RPAC & TREPAC Fundraising:** Build a member community that actively engages, promotes and commits to investing in the political process.

#### **STRATEGIES**

- 4A1. Promote “TREPAC/RPAC” campaigns to educate members, demonstrate successes and increase investment.
- 4A2. Cross-train members and staff to be better equipped to articulate the value of an investment.
- 4A3. Continually hold, evaluate and improve fundraising events.
- 4A4. Develop possible recognition programs based on 100% office participation, competitions, etc.

- **4B. REALTOR® Public Policy:** Promote our members’ interests and protect property rights in our communities.

#### **STRATEGIES**

- 4B1. Use policy position statements and market data to educate elected officials, city staff, and the Media, to confirm MetroTex as the voice of real estate.



4B2. Evaluate all Government Affairs processes to ensure a timely, effective and efficient decision-making process.

- **4C. Grassroots Mobilization:** Engage our members in positively impacting public policy decisions and implementation.

#### **STRATEGIES**

4C1. Create local key contact program to engage with elected officials.

4C2. Establish outreach and education programs for Brokers and Office Managers.

- Provide Brokers and Managers informative collateral to provide to new and tenured agents.
- Promote the wins (local, state and NAR).
- Focus on issues needing solutions.

4C3. Engage members to participate in the following:

- Calls to action
- Phone banks
- City Council Meetings

4C4. Actively recruit REALTOR® candidates to run for local public offices and appointed to or selected for government boards, councils and advisory groups.

- **4D. Influence and Outreach:** Ensure decision makers adopt REALTOR® public policy positions.

#### **STRATEGIES**

4D1. Host periodic town hall style meeting (in district) with elected officials throughout MetroTex region to discuss MetroTex Public Policy positions. (In partnership with other organizations.)

4D2. Establish annual Mayoral event to discuss MetroTex Public Policy positions.

4D3. Identify partner organizations to address and collaborate with on finding solutions to housing issues.

4D4. Become a solutions-oriented organization on housing issues.

4D5. Maximize all sources of funding from NAR REALTOR® Party Resources.

## **AREA 5**

#### **PURPOSE**

**Governance:** We are a member-focused, collaborative organization built on the unique partnership between members and professional staff.

#### **STRATEGIC OBJECTIVES**

- **5A. Staff** is a diverse, inclusive, dynamic team of professionals.

## STRATEGIES

- 5A1. Recruit, encourage, and mentor superlative talent to advance the specific objectives of our strategic plan.
- 5A2. Provide an innovative compensation package that is competitive with our industry.
- 5A3. Embrace a culture of excellence.
  - Provide a progressive onboarding and mentoring program.
  - Foster a respectful environment of teamwork and appreciation for our unique differences.
  - Support professional growth through education and experience.
- 5A4. Hire the necessary expertise to fulfill the mission of the organization.
- 5A5. Seek equity, diversity and inclusion in our hiring and retention practices.
- **5B. Facilities** are state-of-the-art and multi-purpose, designed to exceed expectations and enhance the experience for all.

## STRATEGIES

- 5B1. Offer multi-purpose facilities that anticipate the needs of internal and external groups.
- 5B2. Continually evaluate the location, need and profitability of our service centers.
- 5B3. Provide technology that addresses the future needs of staff and visitors.
- 5B4. Provide workforce strategies to members and employees so they can continue to work in any environment and circumstance.
- **5C. Financial Stewardship:** We are a fiscally responsible business that funds its strategic vision.

## STRATEGIES

- 5C1. Evaluate sources of non-dues income, including collaborating with outside vendors in order to provide income-based solutions to member needs.
- 5C2. Oversee prudent and responsible investment policies, utilizing outside consultants to ensure we are maximizing our return.
- **5D. Leadership Development:** We are committed to identifying, nurturing and cultivating diverse and dynamic volunteer and staff leaders.

## STRATEGIES

- 5D1. Utilize our member talent database to fill work groups with members who have the expertise and/or passion for the topics and subject matter identified.
- 5D2. Outreach to our members who are actively participating in our industry so we can identify their needs and meet their expectations with products and services.

5D3. Implement formal processes to fill work groups and leadership positions that are broadly promoted, seek diversity, and are inclusive and open to all wishing to serve.

- **5E. Business Collaborations:** We collaborate with other organizations to enhance our diversity of thought and to achieve common goals.

#### **STRATEGIES**

5E1. Remain open to opportunities involving mergers, acquisitions, consolidations and partnering opportunities with other associations and industry organizations.

5E2. Identify common causes and provide solutions that include partnerships with other organizations to work toward a common solution.

5E3. Create and sustain a formal internal and external recognition program that brings wide-scale recognition to our activities.

## **AREA 6**

#### **PURPOSE**

**Community Outreach:** We promote the value of REALTORS® through community engagement, partnerships and marketing.

#### **STRATEGIC OBJECTIVES**

- **6A. Create Programing and Events** that demonstrate REALTORS® are trusted advisors for all things real estate.

#### **STRATEGIES**

6A1. Host events to educate the community on property ownership.

6A2. Support REALTOR® organizations that empower the community. (I.E. NEHREP, VAREB, NAREB, AREAA, etc.)

6A3. Create and use specialty groups as a resource to target specific community needs. (I.E. YPN, Property Management, Global, etc.)

6A4. Implement new tactics and priorities that will support enhanced levels of consumer commitment, increased use of new technologies, renewed commitment to innovation and a sustainable value proposition that helps the community and the planet. (i.e. REACH Lab Program)

- **6B. Strengthen Communities** by educating and inspiring the public to advocate on behalf of private property rights.

#### **STRATEGIES**

6B1. Energize consumers to act.



6B2. Use media to educate the community about property rights and issues.

6B3. Engage with local media to become their trusted source for information.

6B4. Serve as a resource for information about local candidates and issues.

- **6C. Celebrate Philanthropy** by showcasing the charitable efforts of our members in the community.

#### **STRATEGIES**

6C1. Recognize members regularly for their philanthropic efforts.

6C2. Host annual awards event for outstanding philanthropic efforts.

6C3. Recommend members for state and national recognition.

6C4. Survey members to determine philanthropic activity.

- **6D. Promote Member Outreach:** Recognize and support members who serve on community organizations to deliver a unified REALTOR® message.

#### **STRATEGIES**

6D1. Empower REALTORS® to partner with their local communities.

6D2. Provide educational materials to REALTORS® to support their community outreach efforts.

6D3. Connect with brokers, owners and managers to distribute information about community outreach efforts.

6D4. Publicize member efforts to deliver the REALTOR® message.

6D5. Support members in the grant application process.

6D6. Seek partnerships with entities that will enhance the continuation of knowledge and skills of our industry, to keep our members focused and a source of current news and events. Assist members in thriving in any real estate economic environment.