



2022-2025 Greater Tulsa Association of REALTORS® Strategic Plan

Executive Summary:

The purpose of the Greater Tulsa Association of REALTORS® 2022-2025 Strategic Plan is to provide direction and a framework for making decisions. This is a three-year strategic plan. The plan will be annually monitored by the Board of Directors and the Chief Executive Officer. The strategic plan contains action items for the Association to implement over a three-year span.

The Strategic Plan was conceived with input from the general membership via a written survey and the 2022 Strategic Planning Committee that included GTAR staff. The Committee met with a facilitator for a full day and developed priorities and action items that will guide its strategic goals.

The 2022 Strategic Planning Committee was comprised of the 2022 Board of Directors and key staff.

Christine Todd, RCE, Association Management Consultant with Dynamic Directions, Inc. served as facilitator.

Member Survey results:

An online all member survey was made available to each member of the Association. 149 members completed it. Questions included, member profile, professional development needs, importance of government affairs, comments on the value of GTAR services to the members, and current ethical and business concerns.

While the survey results were low, the overall response was quite positive. The Association has much to be proud of, and a strong foundation to build on. They are financially sound, staff is experienced, and motivated. The association facility is outstanding but may be underutilized.

The Strategic Planning Committee conducted an analysis of the strength, weaknesses, opportunities, and threats facing the Association and the real estate business in the Greater Tulsa region, prior to the discussion of new strategies and programs. They identified major issues and concerns the membership is currently dealing with.

NOTE: The Greater Tulsa Association of REALTORS® made a deliberate decision to separate the strategic plan of the Association from its wholly owned Multiple Listing Service. A strategic planning session for the MLS and technology services will be conducted later in the month of June 2022.

2022- 2025 Strategic Plan of the Greater Tulsa Association of REALTORS®

Mission Statement

The mission of the Greater Tulsa Association of REALTORS® is to enhance members ability to achieve business success in an ethical and professional manner, advocate for private property rights, be the “Voice for Real Estate in the Greater Tulsa Region” and adhere to the NAR Core Standards.

VALUES OF THE ASSOCIATION

Operates with integrity and fiscal responsibility.

Respects and appreciates our members, volunteers, and staff.

Is a member-focused organization.

Consistently communicates in a highly effective and measurable way.

Priority areas the Committee identified were:

- Association Management/Governance
- Professional Development
- Advocacy and Community Involvement
- Internal and External Communication

I Association Management and Governance

The Greater Tulsa Association of REALTORS® is a robust member-centric association with sound operations, professional staff, and volunteer leaders.

Action items:

1. Conduct a complete review of the governance section of the GTAR Bylaws with emphasis on and recommending to the Board of Directors changes that would allow the elected officers to appoint members from various real estate disciplines, cultures, ages, regions, and specialty skills to the Board of Directors. The goal would be to diversify the leadership of GTAR, so it more closely reflects the profile of the entire membership.

Review and establish the pros and cons of keeping “Realtor-Associate” as a membership category.

2. Conduct a review of the GTAR staff organizational chart and job descriptions to ensure the CEO has the professional and administrative staff needed to meet the demands of the membership.

3. Create criteria for the nomination committee to use when recruiting and selecting members for leadership positions.

4. Create policies that ensure that outsourced professional legal and financial advisors are reviewed and replaced in a timely manner to ensure fiscal integrity and professional distance.

5. Request the Oklahoma Real Estate Commission and all other Associations who create standardized real estate forms meet to discuss and recommend changes to forms that will allow for more consistency and ease of use by members.

6. Create guidelines for all committee and task force leaders to follow that will ensure new volunteers are made to feel welcomed, valued and included in all discussions, recommendations, and decisions of the group.

7. Create a goal of increasing and supporting GTAR members who will volunteer their time to serve on committees or work groups at the OAR and NAR Association. Establish criteria for Association reimbursement for travel and lodging.

8. Annually ensure the GTAR staff has the financial resources needed to keep their skills fresh and relevant, join and attend professional organizations that promote and educate them in their area of responsibility.

9. Create an annual budget in a timely manner with realistic goals to maximize non-dues income by reviewing and adjusting all non-dues fees, rent, fines, store charges, affiliate sponsorships, etc. Annually recommend and approve capital investment purchases, building enhancements, technology upgrades and/or repairs of the Association headquarters.

10. Ensure all programs, products and services are net neutral or profitable.

11. Offer a "GTAR Annual Leadership Training Program" for the Elected Leadership, Board of Directors, Committee leaders and senior staff.

12. Annually review CEO performance and staffing needs.

II Professional Development

The Greater Tulsa Association of REALTORS® offers educational programs that are always fresh, relevant, and appreciated by the members for their quality, presentation, and convenient delivery.

1. Continually give members the opportunity to express their business needs and concerns after each educational offering, on social media and in after class focus groups. Add to existing student evaluation forms the question, *"What areas of concern would you like to see the Association address in future programs?"*

2. Have the Education Committee meet annually with leadership, staff, and instructors to discuss and develop topics for educational sessions and classes.

3. Strive to create a menu of educational offerings that appeal to all segments of the membership beyond continuing education.

4. Task staff to continually seek out and monitor educational programs offered by like size associations via NAR.REALTOR.
5. Create and add to the educational and networking opportunities, classes that are short, interactive, with topical forums or panel discussions in areas requested by the membership, addressing current market conditions or business concerns.
6. Offer at least one NAR designation course a year to members across the region and neighboring associations.
7. Increase opportunities for affiliate members to sponsor educational offerings and networking gatherings.
8. Annually offer educational sessions that cover ***Diversity, Equity and Inclusion*** to the elected leadership, committee volunteers, staff, and general membership. Utilize the tools and programs offered by NAR.
9. Annual review and evaluate all educational and professional development offerings of the association for fiscal soundness, attendance, and student review to ensure offerings are meeting the needs of the membership.
10. Create an annual **“Call for Presenters and Instructors”** program to be utilized by the CEO and Educational Advisory Group in evaluating and hiring instructors.

III The Greater Tulsa Association of REALTORS® is the “Voice of Real Estate” through strong advocacy programs, industry leadership and strategic partnerships.

1. Hire a full-time experienced *Director of Communication* responsible for establishing and implementing a multi-faceted communication plan that addresses communication within the Association membership and externally with the media, the public and other professional organizations seeking or needing information about the real estate economy and the services REALTOR® provide.
2. Provide a steady stream of market data with commentary to local media outlets.

3. Review and recommend membership and participation by GTAR staff in regional professional and business organizations. (Example, Chamber of Commerce)

4. Utilize social media tools to produce and distribute information to the membership and media. Consider converting a portion of space in the association building into media center where staff, leadership and instructors can create videos for member training, webinars, social media content and public relation opportunities for the media and local community.

Purchase professional recording and video equipment to be used by staff to produce videos, podcasts, and webinars.

5. Task the Director of Government Affairs to develop a comprehensive plan for review and approval by the CEO and Executive Committee that expands the influence, profile, and effectiveness of the Association around regional legislative and regulatory activity, while annually increasing RPAC investments.

IV The Greater Tulsa Association of REALTORS® has a visible and positive impact on the communities and the members it serves.

1. Continue the annual “Backpack for Kids” campaign and make it a “standalone” task force of the association.

2. Seek out opportunities to engage with regional organizations to add support, resources, and information about the valuable services REALTORS® provide to the public seeking advice or information about the purchase, sale, or lease of property.

3. Annually budget educational funds to be awarded or distributed to those in underserved areas of the region who may want to pursue a career in real estate.

4. Identify and promote REALTORS® who volunteer time and funds to enhance the quality of life in the Greater Tulsa region. Play an active role in promoting and participating in local community activities.

5. Increase the visibility of the programs, products and services offered by the Association by utilizing the wall space in the Association headquarters and “rolling PowerPoint” slides before and after educational classes.

6. Sponsor at least two community service projects a year, beyond the “Backpack for Kids” campaign, that support housing efforts and quality of life issues

7. Sponsor home buying seminars in the community that explain the valuable role REALTORS® play in the home buying and selling process

8. Sponsor a “Fair Housing” poster or essay contest in local schools.