



Strategic Plan

Vision 2020

Mission and Vision Statements

The mission of the Wyoming Association of Realtors® is to provide members with the resources for success and to preserve private property rights.

"Wyoming's voice of real estate."

- I. **Professional Standards** – Support professionalism by providing education to enhance compliance and competency.
 - A. **Education** – Provide continuing education in varied formats to improve competency, compliance and success.
 - B. **Professional Standards** – Maintain sustainable processes in ethics and professional standards, including administration, education and policy compliance.
 - C. **Ombudsman Program** – Implement the NAR ombudsman program.
 - D. **Leadership Development** – Develop a course of leadership training for members with aspiration to serve the association and on other boards; require mandatory board of directors training.
- II. **Advocacy and Political Involvement** – Monitor and influence legislative and regulatory issues that impact property rights and real estate issues.
 - A. **Realtor Party** - Participate in Realtor Party programs (NAR committee members.)
 - B. **RPAC** – Continue growth of Realtor Political Action Committee through member awareness and participation.
 - C. **Political Action Fund** – Develop a robust political action fund financed by dues.
 - D. **Consumer Engagement** – Engage the public in their understanding and involvement in real estate issues.
 - E. **Public Policy Initiative** – Develop a sustainable public policy initiative to maintain lobbying strength (considering personnel succession, political positions, volunteer committees, grassroots member strength, effective calls to action and candidate

training, for instance.)

- F. **Realtor Leadership** – Identify, train and position members to serve on appointed and elected boards and positions of influence.

III. Community Engagement – Improve consumer and community understanding of real estate trends and the roles of Realtors.

- A. **Real Estate Data** – Identify and aggregate the data and trends to position WAR as the credible resource.
- B. **Data Promotion** – Promote market trends and data to the public and media.
- C. **Public Awareness** – Improve awareness of the Realtor brand and value of Realtors.
- D. **Community Investment** – Facilitate service projects and charitable efforts through select campaigns, the WAR resource moving van, Ring Day, convention projects and increased awareness of Realtor charity.

IV. Membership Service and Value – Develop and deliver tangible programs that support member success.

- A. **Benefits and Services** – Develop and deliver the programs and services to support members' needs.
- B. **State Conference** – Maintain the relevance of the convention and streamline the planning process by empowering staff.
- C. **Tech Support** – Provide access to resources and support for evolving technology needs.
- D. **Contracts and Forms** – Promote and protect the intellectual property of contracts, forms and associated software.
- E. **Member Needs** – Identify the unique needs of the diversity of members (farm, commercial, appraisers, members-at-large, etc) and work to provide services.
- F. **Affiliates** – Provide opportunities to fulfill the needs of affiliated and explore creation of an Affiliate Council to increase involvement in all aspects of WAR.
- G. **Realtor Designations** – Promote and support Realtor designations.
- H. **Networking** – Connect members with persons and organizations to enhance their knowledge and success.

- V. **State Association Strength** – Maintain the leadership and resources to be a powerful force.
- A. **Governance Structure** – Review the governance structure to improve efficiency, return on investment and risk reduction by reducing size of Board of Directors and Executive Committee; “sanitize” governing documents (bylaws, policies and leader resource manual” to be more manageable.
 - B. **Board Administrative Services** – Consider expansion of administration services to other associations, after determination return on investment and segregation of funds and staff time.
 - C. **Local Association Boards** – Assist local associations with NAR compliance, governance and AE education.
 - D. **Technology Investment** – Anticipate and invest in the technology necessary to streamline association functions and communications.
 - E. **Professional Staffing** – Ensure that the staffing is sufficient and sustainable to advance the strategic plan.
 - F. **Financial Viability** – Serve as excellent stewards of the finances and office headquarters; set a minimum savings reserve and adopt financial policies.