

Tillamook County  
Board of  
REALTORS®

**2019 – 2021**

# STRATEGIC PLAN

(Approved by TBoR Board of Directors \_\_\_\_\_)

## EXECUTIVE SUMMARY

The Tillamook County Board of REALTORS® (TBoR) volunteer leaders and staff met on February 6, 2015 to create a strategic direction for their organization. Updated April 23, 2019. Following (1) an external scan of the forces and trends affecting the real estate industry and the REALTOR® organization and (2) an analysis of the Strengths, Weaknesses, Opportunities and Threats surrounding the TBoR, the Strategic Planning Committee (the Committee) reached the following conclusions and recommendations:

The Tillamook County Board of REALTORS® exists to provide successful outcomes in these key areas:

- Access to REALTOR® Professional Development and Continuing Education credits
- Supporting the Community Through Volunteer Efforts
- Providing an Ethical Framework for the real estate market
- Communication and Networking
- Updating REALTORS® on Industry Trends
- Support for each other
- Creating an environment to thrive

Success in these areas requires a healthy support system, or “infrastructure,” which includes such factors and considerations as:

- A stable level of membership
- An appropriate and sustainable dues structure
- Effective communication vehicles and strategies
- Effective marketing capabilities

Accordingly, in addition to regularly developing and implementing strategic outcomes in each of the Key Areas above, TBoR must continually review and plan for a strong and healthy Infrastructure.

To maximize the chances of achieving the ambitious goals set forth in this Strategic Plan, the Committee notes that:

- The TBoR Strategic Plan should be based on a 3-year time horizon, and
- Should include 1-3 clear, measurable outcomes in each of the Key Areas, as well as with respect to Infrastructure.
- Then, after the Plan is approved, the organization should allocate sufficient resources to ensure that the desired outcomes are achieved; and
- Must have in place a process to monitor progress toward achieving the outcomes, and to reallocate resources as necessary.

**TILLAMOOK COUNTY BOARD OF REALTORS®**  
**2015-2017 STRATEGIC PLAN**  
**UPDATED 4/23/2019**

**TBoR MISSION**

**The mission of Tillamook County Board of REALTORS® is to provide technology, education, and advocacy to make connections that strengthen the careers of our members, enhance the professionalism of the real estate industry, as well as improve the lives of Tillamook County families.**

**In order to accomplish our Mission, we establish the following goals...**

**GOAL: (Core Standards) We will comply with NAR core standards.**

**Strategies:**

1. Provide members with NAR, OAR resources and benefits.
2. Levy Financial penalties for non-participation.
3. Ensure volunteers understand what is involved and level of commitment required.
4. Remind members that their by-laws and MLS Rules are available on Flex at all times.

**GOAL: (Core Standards) We will increase participation of members in Board activities.**

**Strategies:**

1. Poll members for more effective dates, times, location for meetings and events
2. Make participation mandatory. 2x per year minimum.
3. Implement lucky bucks and door prizes.
4. Establish committee sign up sheets and committee chairs.
5. Strengthen our affiliate board members - New members campaign.

**GOAL: (Education and Professionalism) We will provide quality education opportunities that enable members to enhance their success and professionalism.**

**Strategies:**

1. Recruit volunteer trainer for member orientations that are consistent and of quality.
2. Continue consistent cross-education opportunities (e.g. Escrow, title, lending, appraisal).
3. Round table meetings.
4. Continue to, wherever possible, provide education at no cost.
5. Recognize outstanding service by implementing Rising Star and Affiliate of the year awards.

**GOAL: (Communication) We will improve our communication with our members and our community.**

**Strategies:**

1. Become the Voice of Real Estate for Tillamook County.
2. Reface website to be more user friendly.
3. Board member FaceBook page Haves, Wants Resources for members.
4. Create monthly real estate statistics and disseminate throughout community.

**GOAL: (MLS) We will improve functionality and usability.**

**Strategies:**

1. Work with Sentrilock to help improve system.
2. Continue with Full time monitoring of MLS.
3. Work with Flex to improve statistics and search ability.
4. Ensure MLS Committee is viable and active.
5. Identify & pursue opportunities for cooperation with adjacent boards with the objective of increasing professionalism, enhancing quality of service to clients and maximizing cost effectiveness to members.

**GOAL: (Political Advocacy) We will protect private property rights and promote home ownership.**

**Strategies:**

1. Continue “above the line” RPAC billing.
2. Take positions on issues and candidates that support home ownership and private property rights.
3. Continue to educate members on Calls For Action process to increase our participation rate to meet state average.
4. Ensure REALTORS® appointed to county housing committees, and report back to Board of Directors.
5. Continue having a Designated REALTOR® to attend governmental meetings and report back to Board of Directors.
6. Encourage members to attend community meetings.

**GOAL: (Consumer Outreach) We will promote REALTOR® involvement in our local community.**

**Strategies:**

1. Identify local housing groups and work with them to obtain OAR HOME Foundation grants and other available grants.
2. Maintain Facebook page for TBoR.
3. Continue increased charitable involvement in our community.
4. Organize REALTOR® project days.

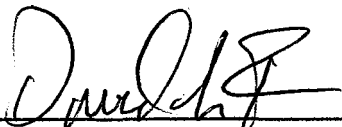
***This Certification will be included at the end of the Strategic or Business Plan***

**Strategic/Business Plan Certification**

This Strategic/Business Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

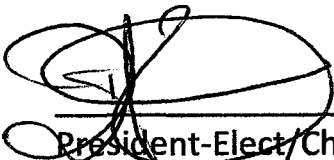
Board of Directors approval:

Date: 3/11/15

  
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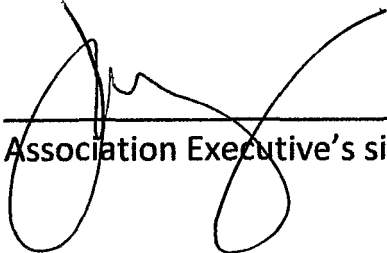
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Date: 3/11/15

  
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President-Elect/Chairman's Elect signature

Date: 3-11-15

  
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Association Executive's signature

Date: 3-11-15

**Updated 4/23/2019 - Certification Addendum Attached.**

**This Certification will be included at the end of the Strategic or Business Plan**

**Strategic/Business Plan Certification**

**This update made on 4/23/2019 to the Strategic/Business Plan includes Advocacy and Consumer Outreach components, and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.**

\_\_\_\_\_ Date \_\_\_\_\_  
**President/Chairman's Signature**

\_\_\_\_\_ Date \_\_\_\_\_  
**President Elect/VP Signature**

\_\_\_\_\_ Date \_\_\_\_\_  
**Association Executive's Signature**