

2016 2017 2018 **2019**

Virginia Peninsula  
Association of  
REALTORS®

**STRATEGIC PLAN**

**Our Mission:**  
We advocate for the benefit of Virginia Peninsula REALTORS® and our community.

**Our Vision:**  
The Voice For Real Estate On The Virginia Peninsula

Communications / Technology	Education / Professional Development / Risk Management	Advocacy / Public Policy	Consumer Outreach	Retention / Engagement of Membership	Fiscal Responsibility
Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6
VPAR communicates effectively with its members, the public, and government entities.	VPAR will provide members with the education and resources that will enable them to conduct business, ethically, successfully and professionally.	VPAR engages members in advocacy by enhancing its role through promoting the value of RPAC.	VPAR educates and trains the members who in turn educate the consumer on the role and mission of the REALTOR® brand and its community relationships.	VPAR recruits and retains members and encourages engagement by showing value and relevancy of membership.	VPAR provides maximum benefits to our members while adhering to our fiscal responsibilities.
<ul style="list-style-type: none"> <li>❖ Develop a marketing plan that will encompass multiple modes of communication.</li> <li>❖ Promote a useful website and social media source.</li> <li>❖ Create mechanisms to communicate useful information to the members to broaden participation.</li> <li>❖ Design an effective newsletter to be distributed in all media available to the association.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Promote ethics and professionalism through educational opportunities.</li> <li>❖ Collaborate with brokers on Continuing Education offerings.</li> <li>❖ Develop technology programs at all performance levels, e.g. Basic, Intermediate, Advanced to teach skills.</li> <li>❖ Design and implement a real estate Success Series.</li> <li>❖ Develop and promote a Realtor safety program to its members.</li> <li>❖ Develop and promote programs to reduce and avoid legal liability.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Interview and endorse REALTOR® friendly candidates.</li> <li>❖ Continue to provide pertinent housing related information to local and state officials.</li> <li>❖ Promote the value of RPAC through above the line dues billing and education of members as to the importance of voting, acting, and investing.</li> <li>❖ Educate members of the value of RPAC by meeting and exceeding its RPAC goals and increased member participation in VAR and NAR Calls to Action.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Continue and expand the <i>We Are the R</i> campaign.</li> <li>❖ Heighten community investment through organized events and/or fundraising for the benefit of local charitable/community organizations.</li> <li>❖ Establish relationships with public, private schools and colleges in the area.</li> <li>❖ Partner with VHDA to create and promote first time homebuyers seminars in the community.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Continue to engage VPAR membership in networking opportunities with partners and affiliates.</li> <li>❖ Communicate the benefits and needs of VPAR to the everyday Realtor.</li> <li>❖ Redevelopment of the YPN Committee.</li> <li>❖ Develop and implement the VPAR Leadership program.</li> <li>❖ Redesign and implement the new member orientation program.</li> <li>❖ Create a continual monthly program/series that requires member involvement.</li> <li>❖ Communicate the value of the Code of Ethics to the real estate agents in the area through all media.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Establish an annual budget with a monthly Profit and Loss review.</li> <li>❖ Generate growth opportunities returning a reasonable rate of growth and income for quarterly and annual goals.</li> <li>❖ Use tangible assets to increase bottom line.</li> <li>❖ Seek additional income streams and grants for the purposes of creating profit generators.</li> </ul>

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