

2019 SOUTH CAROLINA REALTORS® *STRATEGIC PLAN*



We are pleased to present the 2019-2020 Strategic Plan for South Carolina REALTORS® (SCR). This plan represents a concerted effort by the association's Strategic Planning Committee, the Leadership Team, and staff to chart a course that is progressive and enhances member success in a rapidly changing real estate industry.

A successful vision starts with the question Why? Why does SCR exist? Why do we engage in the activities we do? Why do we allocate our financial and human resources the way that we do? Why do we set dues at a certain rate? And why do we continually ask for a higher level of commitment through RPAC?

The answer to all of these questions is that everything we do is to benefit SCR members. The value of membership should always exceed the cost of being a member. This is exactly what we sought to accomplish through this plan. The plan is a product of comprehensive process that included presentations from industry experts, analysis of the state's demographics, a staff planning session, a scan of the changing industry, analysis of member trends, and member feedback from 2,000 REALTOR® members.

Through this due diligence, the association's priorities for the coming years were grouped into four strategies:

- Professionalism
- Advocacy, Political Candidates & RPAC
- Local Association Support/Education and Technology
- Communications, Social Media, Public Relations

Each of these strategies have multiple tactics to follow through with the execution of the plan. These are listed on the following page.

The ultimate goal of the Strategic Plan is to ensure that the products, programs and services provided to members contributes to their success as real estate professionals. This plan offers high-level strategies to enhance the value and relevance of the association. Volunteer leaders and staff align their priorities, activities, and resource allocation with the objectives outlined in the plan. This is all done to provide maximum value and competitive edge to SC REALTORS® ... and to make sure that South Carolina remains the best place in the country to buy, sell, and own real property. That's our commitment to every South Carolina REALTOR®.

Sincerely,

The 2019 SCR Leadership Team & Strategic Planning Committee

The 2019 SCR Leadership Team



2019 President
Drew Streett
Myrtle Beach, SC



President-Elect
Owen Tyler
Charleston, SC



Treasurer
Morris Lyles
Columbia, SC



Secretary
Cindy Creamer
Hilton Head, SC



Past President
Laura Derrick
Columbia, SC

The 2019 Strategic Planning Committee

Keon Aldrich

Katesha Breland

Michael Bruce

David Burnett

Norm Clay

Olivia Cooley

Laura Crowther

Jennifer King

Reah Smith

Rob Woodul

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PROFESSIONALISM



Raise the standards of excellence for REALTORS®. We will address the agents who do not practice as professionals

ADVOCACY, POLITICAL CANDIDATES & RPAC



Increase both the number of investors and total investments in RPAC. Raise Member and public awareness by advocating for property rights and home ownership.

LOCAL ASSOCIATION SUPPORT/EDUCATION & TECHNOLOGY



Increase the value of Membership by working with our member associations for increased professional development.

COMMUNICATIONS, SOCIAL MEDIA, PUBLIC RELATIONS



Enhance communications and marketing efforts that promote the organization to the Members. Increase personalized content for Members and Consumers.

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PROFESSIONALISM

- **Certifications and Designations** - Promote certification and designation programs to advance the expertise of SC REALTORS® and enhance their value to Consumers.
- **Enhance Professionalism** - Provide tools and pathways to local associations and Brokers-in-Charge to enhance professionalism.
- **Educational Opportunities** - Promote professionalism with innovative and effective platforms for delivery of educational opportunities for South Carolina REALTORS®.



ADVOCACY, POLITICAL CANDIDATES & RPAC

- **Member Engagement** - Maximize Member engagement in local boards, issues and campaigns. Educate REALTOR® Members and Consumers on political and policy positions.
- **REALTOR® Party** - Promote the use and understanding of the term, "REALTOR® Party."
- **Local and State Advocacy** - Grow and improve collaboration between local and state advocacy initiatives.
- **Advocacy and Education** - Engage Members and Brokers-in-Charge to a greater degree in advocacy and educating them on REALTOR® issues.
- **Outside Partnerships** - Foster relationships, alliances and partnerships with outside organizations centering on specific common issues and legislative opportunities.
- **Increase RPAC Revenues** - Raise awareness among Members with proven techniques that increase RPAC revenues. Expand the involvement of key Volunteer Leaders in "the Ask."
- **Keep Advocacy Local** - Effectively engage Members at the local level using targeted communications to increase participation in advocacy efforts.

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LOCAL ASSOCIATION SUPPORT/EDUCATION & TECHNOLOGY

- **Trends and Best Practices** - Communicate and educate Brokers-in-charge and REALTORS® on industry trends and best practices. Address legal and regulatory issues.
- **Consumer Expectations** - Understand and take actions to address Consumer expectations.
- **State and Local Collaboration** - Greater collaboration of the partnerships between State and Local associations by providing tools and resources to promote state initiatives.
- **Education Instructors** - Recruit and develop the next generation of education instructors.
- **Greater LLR Engagement** - Develop a cross-reference program to compare Member rosters (NRDS) to the LLR database to assist our local associations in the enforcement of the NAR dues formula.
- **Technology Resource** - Be knowledgeable of changes in new and evolving technologies to be positioned as the resource to SC REALTORS® about new business models and emerging trends. Create a Emerging Trends Committee to replace the Technology Committee. The new committee will be empowered to explore future trends and technology initiatives that impact the real estate industry.
- **Data and Analytics** - Provide greater data and analytics for informed decisions to be made by anyone using SCR information.
- **LeadershipSCR** - Enhance and re-develop LeadershipSCR and other leadership opportunities that attract greater number of participants and prepare the next generation of leadership for local and state associations. Determine areas for partnerships with local leadership programs.
- **Group Pricing** - Serve as a conduit for negotiating better group pricing for products and services for the state and local associations.
- **Personal Growth** - Promote Personal Growth Programs (including NAR retirement program) and offer such programs to local associations.
- **Meetings and Conferences** Determine how to address SCR meetings and conferences for greater participation, efficiencies and collaboration with local associations.

COMMUNICATIONS, SOCIAL MEDIA, PUBLIC RELATIONS

- **Property Rights and Home Ownership** – Expand our ability and impact to advocate for property rights and home ownership.
- **Affordable Housing** - Engage in initiatives for affordable housing. SCR should be a leader in the efforts to promote affordable housing in the State of South Carolina.
- **Customized Communications** - Enhance and explore existing methods for communicating with Members on a customized level.
- **Recognize and Appreciate Members** - Explore continuous ways to recognize and appreciate Members that builds greater loyalty, engagement and morale.

