

2020 SOUTH CAROLINA REALTORS® *STRATEGIC PLAN*



We are pleased to present the 2020 Strategic Plan for South Carolina REALTORS® (SCR). This plan represents a concerted effort by the SCR 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 2020 SCR Leadership Team



2020 President
Owen Tyler
Charleston, SC



President-Elect
Morris Lyles
Columbia, SC



Treasurer
Cindy Creamer
Hilton Head, SC



Secretary
Rob Woodul
Charleston, SC



Past President
Drew Streett
Myrtle Beach, SC

SOUTH CAROLINA REALTORS® **STRATEGIC PLAN**

2020

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.

SOUTH CAROLINA REALTORS® *STRATEGIC PLAN*

2020

PROFESSIONALISM

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

- **Enhance Professionalism** - We will provide tools and pathways to local associations and Brokers-in-Charge to enhance professionalism. We will partner with our local associations to host and sponsor regular Broker-in-Charge meetings that focus on business etiquette, best business practices and risk reduction. We will host at least one statewide Broker Summit. Implement the new, rebranded SCR Leadership Academy in 2020.
- **Educational Opportunities** - We are committed to promoting professionalism with innovative and effective platforms for delivery of educational opportunities for South Carolina REALTORS®. SCR will ask by formal resolution each local Association to add educational hours as allowed by NAR above that of non-member licensees. The Professional Standards Committee will add "attending a professionalism/business etiquette class" to their list of possible disciplinary actions for ethics violations.
- **Rewards and Enforcement** - We will publish case studies and punishment from SCR cases. We will de-stigmatize Code of Ethics Enforcement and filing complaints by encouraging all REALTORS® and local Boards to file complaints. We will make it easier to file a complaint. We will lobby the SC Real Estate Commission to enforce its rules regarding Brokers-in-Charge and encourage them to adopt new rules that hold brokers more accountable for the agents they hire. We will advocate to increase the Commission's budget for dedicated investigators and create tougher penalties for violations, including options for immediate suspension and revocation of real estate licenses.

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.

- **Member Engagement** - Maximize Member engagement in local boards, issues and campaigns. Educate REALTOR® Members and Consumers on political and policy positions. Invite RPAC Trustees to all events.
- **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.
- **Grassroot Events** - Create a RPAC Tour that reaches out to all our local associations to promote our success from the previous year and to get input on our agenda for the next year.

SOUTH CAROLINA REALTORS® *STRATEGIC PLAN*

2020

LOCAL ASSOCIATION SUPPORT/EDUCATION & TECHNOLOGY

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

- **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. Assist local associations to develop leaders.
- **Calendarized Education Information** - Develop a connective network of websites between SCR and local associations so there is a master point for calendarized education course information. Promote an annual 2020 calendar for events and volunteer opportunities. Share calendar from SCR with local associations that lists webinars, committee meetings, etc.
- **Education Instructors** - Recruit and develop the next generation of education instructors.
- **Greater LLR Engagement** - Develop tools to compare Member rosters (NRDS) to the LLR database for engaging greater numbers of people.
- **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.
- **Data and Analytics** - Provide greater data and analytics for informed decisions to be made by anyone using SCR information.
- **Meetings and Conferences** - SCR meetings and conferences will be inclusive, with a focus on professionalism and Brokers-in-Charge, and in collaboration with our local associations.
- **Grass Roots Tour** – Initiate a tour with a central theme around the State of South Carolina to bring greater SCR visibility to the local levels.

COMMUNICATIONS, SOCIAL MEDIA, PUBLIC RELATIONS

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

- **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.
- **Economic Development** – Explore opportunities for SCR to have a positive impact on economic development at the international, national, state and local levels.

