

2019-2020 STRATEGIC PLAN

STRATEGIC GOAL #1

Constantly expand our influence, authority, and value with consumers, community, media and legislators

Objective 1: Develop communication campaigns for REALTORS® & Affiliates that inspire engagement, demonstrate value and encourage participation.

Objective 2: Create awareness campaigns for advocacy efforts, ethics/professionalism, REALTOR® value, community partnerships and our various GTR leadership opportunities.

Objective 3: Organize the benefits for local, state, national and Stellar MLS into a one-stop-shop format.

Objective 4: Utilize communication platforms that engage all generations.

Objective 5: Develop strategic, mutually-beneficial partnerships with community organizations that support our mission and expand our influence.

STRATEGIC GOAL #2

Actively seek out and deliver benefits that demonstrate our value to real estate professionals and consumers

Objective 1: Conduct annual focus groups with members, Affiliates and consumers to evaluate their needs.

Objective 2: Establish a local discount program for Greater Tampa REALTORS® members.

Objective 3: Develop a consumer portal that demonstrates our relevancy to consumers and promotes the use of Greater Tampa REALTORS®.

Objective 4: Develop a campaign that highlights the various Greater Tampa communities and identifies what makes our area and our REALTORS® incomparable.

STRATEGIC GOAL #3

Enhance REALTOR® and Affiliate engagement

Objective 1: Assess the new REALTOR® and Affiliate orientation programs annually for relevancy and value.

Objective 2: Continue to investigate concentrated growth areas for potential GTR service centers and/or off-site classes/events.

Objective 3: Research alternative methods to qualify for board leadership positions and create an initiative to foster new leaders.

Objective 4: Develop a service enrichment initiative for brokers that will enhance participation.

Objective 5: Continue fostering brokerage relationships with personal office visits.

STRATEGIC GOAL #4

Be the premier source of education for real estate.

Objective 1: Host offerings that teach our members to thrive in all stages of the real estate market cycle.

Objective 2: Devise a strategy to enhance REALTOR® professionalism and ethics awareness that elevates Greater Tampa REALTORS® members to a higher standard of excellence.

Objective 3: Develop educational resources for consumers.

Objective 4: Establish a training program that prepares our volunteers for leadership positions.

Objectives 5: Create a video library of on-demand real estate education and investigate streaming some of our live classes to remote locations.

STRATEGIC GOAL #5

Evolve the association through innovative, forward thinking initiatives

Objective 1: Track and analyze key association metrics and create benchmark goals.

Objective 2: Host a large-scale collaborative real estate convention in the Greater Tampa Area.

Objective 3: Explore consolidations and mergers to leverage economies of scale and always provide our members with first-rate services at the greatest possible value.

Objective 4: Actively seek out alternative sources of income through non-dues revenue to help maintain sustainability in times of economic instability.

Objective 5: Review our asset allocation and diversification strategies to ensure our risk & reward levels align with our long-term investment goals.

Objective 6: Implement additional services that assist members with their technology needs.

Mission, Vision & Values

VISION

Greater Tampa REALTORS[®] strives to be the valued voice of real estate by continuing to elevate and enhance our professional and ethical business practices.

VALUES

Greater Tampa REALTORS[®] is driven by the needs of its members, led by dedicated volunteers and managed by professional staff. We are committed to providing exceptional service and valuable benefits for our members and communities.

MISSION

Greater Tampa REALTORS[®] - your premier real estate resource