

Las Cruces Association of REALTORS®

Strategic Plan 2022-2024

VISION

Las Cruces Association of REALTORS® serves our members and our community.

MISSION

The Las Cruces Association of REALTORS® advocates for our community and private property rights, provides our members with innovative services, programs and education, and promotes professionalism, ethical real estate practices and a positive REALTOR® image.

GOALS and OBJECTIVES

Operations

Goal: LCAR Leadership and staff ensure fiscal health, governance and operational efficiency.

Objectives:

- A. Review and revise existing policies and procedures, including financial statements, audits and internal controls - Annually, beginning 2021
- B. Determine if the composition of the SNMMLS Board should be changed - Establish PAG by 12/31/21, make recommendation to BOD by 2/28/22
- C. Review strategic plan and revise as needed - January and June BOD meetings

Member Services

Goal: LCAR provides members with diverse and comprehensive information, tools and networking that foster professional growth and development.

Objectives:

- A. Host 12 New Member Orientations - Monthly
- B. Host 4 REALTOR® Rallies - Quarterly
- C. Offer two designation courses per year - Q2, Q4
- D. Host 1 annual Affiliate Trade Show/Member Appreciation event - Q4
- E. Offer training and professional development opportunities for members - Ongoing

Public Outreach

Goal: LCAR enhances and invests in our community by providing assistance and charitable giving of our time and resources to create a lasting impact.

Objectives:

- A. Develop and implement Public Relation program - Establish Task Force by 1/31/22, make recommendation to BOD by 3/31/22, implement by 7/31/22
- B. Complete a minimum of 4 community service projects annually - Annually
- C. Promote market statistics, trends and issues at least once per quarter - Quarterly

Advocacy

Goal: LCAR advocates for private property rights, the real estate industry, our members, and consumers on real estate-related issues.

Objectives:

- A. Government Affairs Committee and Government Affairs Director educate members, elected officials and consumers on key real estate issues, and reports monthly, in-person, to the BOD - Monthly
- B. Develop and implement Diversity, Equity and Inclusion program that meets annual NAR CORE standards requirements - Establish Task Force Q1 2022, make recommendation to BOD Q2 2022, implement by 7/31/22, assess and monitor Annually
- C. Achieve required participation in NAR calls to action by actively monitoring national communications, informing our members when needed, and reporting back to the BOD - Quarterly
- D. Raise 100% of RPAC fundraising goal annually with ongoing efforts that include at least two fundraising events annually - Q2, Q4

Leadership

Goal: LCAR fosters interest and involvement in the association in order to develop current and future leaders.

Objectives:

- A. Review and revise annual Board Orientation program for new and existing board members - November 2021, Annually
- B. A BOD member and AE attend 12 individual brokerage meetings
- C. Determine if YPN or other specialty groups should be instituted or reinstated in order to increase REALTOR® participation - Membership Committee make recommendation to BOD by 2/28/22

Professional Standards

Goal: LCAR provides a pathway to professionalism guided by the Code of Ethics.

- A. Review Code of Ethics annually to ensure accuracy on LCAR website and communications - January
- B. Track and ensure member Code of Ethics requirements - Ongoing
- C. Promote ombudsman program 4 times in newsletter - Quarterly
- D. Offer annual NAR Code of Ethics course and add one hour Code of Ethics course to fulfill four-hour requirement - Q4
- E. Provide Professional Standards services to members and public - Ongoing3