

Southern New Mexico MLS

Strategic Plan 2022-2024

MISSION

The Southern New Mexico MLS provides technology and tools for participant and subscriber success.

GOALS and OBJECTIVES

Training

Goal: Provide the training and tools essential for our members' success.

Objectives:

- Offer training in multiple formats, such as online, video, live classroom - Ongoing
- Leverage and promote the resources available for training - Ongoing
- Identify highly competent instructors to provide training - Ongoing
- Explore new courses, i.e. data security, MLS Mastery Certificate - Ongoing

Technology Investment

Goal: Invest in the technology necessary to support the MLS' integrity, security and expansion.

Objectives:

- Be vigilant of arising legal issues and compliance with MLS policies - Ongoing
- Preserve security and integrity of MLS data - Ongoing
- Anticipate, evaluate and implement new technology and applications - Ongoing
- Monitor and review adoption and usage rates of current technology offerings - Quarterly

Sustainability

Goal: Maintain a strong MLS to best serve our participants and subscribers.

Objectives:

- Diversify revenue streams - Ongoing
- Provide excellent board governance and stewardship of the MLS - Ongoing
- Staff SNMMLS in a secure office environment with high levels of customer service - Ongoing
- Position SNMMLS for beneficial collaboration with other associations - Ongoing

- 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
- Determine whether to open data share discussions with Greater El Paso Association of REALTORS® - January, 2022

Participant and Subscriber Relations

Goal: Strengthen relationships with participants and subscribers.

Objectives:

- Communicate MLS benefits and opportunities to participants and subscribers - Ongoing
- Hold minimum 2 participant meetings annually - Q2, Q4
- A BOD member and AE attend 12 individual brokerage meetings in conjunction with LCAR