

# Omaha Area Board of REALTORS®

*Advocating for real estate professionals  
and the rights of all real estate owners!*

## 2016 - 2017 Strategic Plan

Revised April, 2016

### VISION

- ❖ The Omaha Area Board of REALTORS® is recognized as the primary advocate for the rights of real estate owners in the Greater Omaha area, and is viewed by members as a professional association that is essential to the success of their business.

### ASSOCIATION VALUES

- ❖ Innovation
- ❖ Communication
- ❖ Knowledge
- ❖ Integrity
- ❖ Honesty
- ❖ Trust

### MISSION

- ❖ The Omaha Area Board of REALTORS® promotes the interests and meets the needs of REALTOR® members.

### STAFF SERVICE GOAL

- ❖ We are here to help. Our goal is to make your business more productive and profitable. If you need anything, please contact us at any time.

## OBJECTIVES

- ❖ The mission of the Omaha Area Board of REALTORS® is advanced with special focus on six objectives which support the NAR Core Standards: professionalism, advocacy, consumer outreach, unification, technology, and financial strength. The focus of the association is organized around these objectives which serve to increase the value of membership:

### 1. Professionalism

- The association maintains membership records and ensures all members remain in compliance with NAR ethics training requirements; provides communications alerting members to deadlines
- Ethics training consistent with NAR standards is offered to new REALTOR® members as a required part of their orientation and to existing REALTOR® members to meet the recurring four-year requirement
- The association maintains a viable professional standards process and provides arbitration and mediation services on a regional basis through the Nebraska REALTORS® Association
- The association maintains prominent links on its website to information regarding the REALTOR® Code of Ethics, including ethics complaints, arbitration requests and related information
- The association maintains modern, efficient office space that also includes ample meeting space and training facilities with up-to-date technology for effective utilization by members.

### 2. Advocacy

- The association will grow its culture of RPAC support by:
  - Continuing to utilize dues statements that include a voluntary contribution that exceeds the amount assigned by the Nebraska REALTORS® Association
  - Publishing promotions throughout the year utilizing flyers, association publications, dues billing inserts, email campaigns, and the association website to educate members on the benefits of the RPAC program
  - Publishing the names of individual RPAC supporters in the printed newsletter and on the website
  - Promoting RPAC at meetings of the association and at member-office meetings upon request
  - Maintaining a special website page to accommodate one-time or installment credit card contributions to RPAC utilizing the Aristotle system.
  - Holding a number of social and educational events that benefit RPAC

- The association continues to promote opportunities for members to engage in National and State calls for action with the use of email campaigns, website notices, social media, and the REALTOR® Party smart-phone app
- Enlist brokers to support and promote State and National calls for action by engaging their affiliated licensees
- The association creates positive influence within the legislative and political landscape; supports economic expansion, job growth initiatives, and an overall business environment beneficial to real estate professionals
- The association furthers advocacy efforts by utilizing a Governmental Affairs Liaison to advocate for REALTORS® and private property owners in the greater Omaha area. This individual builds effective relationships with public officials, is well-informed about governmental, political and economic issues, communicates with the OABR staff and the Governmental Affairs Committee (GAC) Chair, and strives long-term to increase OABR's positive image and effectiveness in the local political and public policy arena
- The association advocates for property rights by:
  - Recommending RPAC support and independent expenditures for local candidates reviewed by the Governmental Affairs Committee
  - Providing copies of NAR's *On Common Ground* to local elected officials
  - Continuing participation and financial support for the Greater Omaha Economic Development Partnership (\$50,000 budget)
  - Identifying and recruiting members who vote and are active in politics, then soliciting their participation to act as REALTOR® Champions contacting elected and appointed officials when needed
  - Maintaining an active Governmental Affairs Committee that:
    - Monitors the local legislative and political environment as it impacts the real estate industry
    - Conducts candidate surveys and interviews, making recommendations to the Board of Directors for support
    - Recruits and recommends individuals to fill appointed positions in local and state government
    - Provides testimony and reacts effectively to infrastructure, growth management, and land development issues and participates in grassroots lobbying efforts approved by the Board of Directors
    - Provides local speakers to educate members and build relationships with elected and appointed local officials
    - Continues to sponsor "Face the REALTORS®" issue-based programs with congressional representatives, the governor and other state officials, local mayors, city and county board members, political appointments, and school board members.

### 3. Consumer Outreach

- The association strives to promote the image and the use of real estate professionals across community organizations and with the local media
- The association will investigate the addition of a public relations professional (an individual contractor or public relations firm) to better communicate the extensive community efforts of REALTORS® in the Omaha area
- The association builds alliances with other community-based groups to support mutually beneficial initiatives
- The association publishes monthly MLS market statistics which are made available to the media:
  - Local REALTOR® leadership will continue to be available for interviews, to provide anecdotal information supporting the statistics being discussed
  - The association promotes marketplace information and the use of a REALTOR® on social media
- The association will continue the tradition of providing a wide range of events to provide community benefits:
  - Food drive for the Food Bank for the Heartland
  - Turkey Shoot Bowling & Toys for Tots benefiting Marine Corp. charity
  - Annual Coat and Winter Clothing Drive benefiting local charities
  - REALTOR® Ring Day for the Salvation Army
  - Annual cash contributions benefiting local charities
  - Diversity scholarships provided for pre-licensing education, testing, and REALTOR® membership dues
  - College scholarships for real estate students participating in the Rho Epsilon real estate fraternity at the University of Nebraska – Omaha
  - Project Wee Care donating and delivering meals for local charity
  - Many others
- The association develops public policy statements reflecting the association’s positions and explains the rationale taken on issues of community importance
- The association will complete its first Placemaking project; a facelift for a nearby neighborhood park that includes a new picnic shelter, plantings, new benches and a new playground. (\$75,000 total funding including an OABR investment of \$52,000; a NAR grant for \$2,000; and a “matching” contribution from the City of Omaha for \$21,000)
- To organize, fund and promote the extensive community efforts of local REALTORS®, the association increases the role of the OABR Foundation in the areas of housing assistance, real estate education, and community needs

#### 4. Unification

- The association will support an enjoyable membership culture based on the association's established values of innovation, communication, knowledge, integrity, honesty and trust
- The association remains flexible, open to new ideas and reactive to change
  - The association encourages mergers with adjoining associations and MLS operations for the purposes of creating a less-fragmented REALTOR® organization. This effort to merge associations is sensitive to existing local programs and the creation of bylaw-designated chapters to carry out an extended mission of local advocacy, community service, and participation
- The association will continue its communication efforts focusing on specific segments of membership to enhance the value of the association
  - As part of an effort to expand commercial REALTOR® participation in the greater Omaha area and across the state, OABR will support a joint venture with the Midlands MLS (Lincoln) to develop a regional Commercial Information Exchange (CIE)
  - Promote the unification of the electronic keybox systems of the REALTORS® in the Omaha, Lincoln, and Southwest Iowa areas
  - Association leadership will assist YPN leaders to increase the effectiveness of their network by working to develop a formal business plan
- Messaging that enhances the REALTOR® image with the public will continue to be provided when opportunities present themselves
- The association will continue supporting the staff and the executive with professional development opportunities including association-based training and education (ASAE), NAR sponsored training and education (AEI or other conferences), technology-based training and education, and other specific skill training that enhances the overall operation
- All three levels of the REALTOR® organization are promoted by connecting REALTOR® members to the state and national associations with prominent links on the website and with print and electronic messaging that promotes services and events beneficial to local members
- The association operates an effective, efficient, operation by:
  - Maintaining a relationship with designated legal counsel that has a good understanding of real estate, association law and MLS issues
  - Properly filing required corporate documents and tax filings
  - Preparing an annual strategic plan for approval by NAR
  - Having bylaws and MLS rules reviewed by NAR annually

## 5. Technology

- The association increases the value of membership by enhancing its website to better target members and consumers with information of value
- The website provides access to the professional standards process and the state and national associations
- The website enhances communication efforts with the targeted audiences by providing promotions and other information in multiple channels including email and social media
- Resources are provided for staff training to better keep up with technology changes and cost-effective communication tools
- **The association will support staff efficiency by pursuing the enhancement of automated systems for administrative processes**

## 6. Financial Strength

- The association maintains efficient financial operations that utilize generally accepted accounting standards with effective procedures and investment policies that protect the resources of the organization
- An outside CPA performs a full audit annually