

Greater Downey Association of REALTORS  
**STRATEGIC PLAN 2021-22**

The Leadership of the Greater Downey Association of REALTORS (DAOR) have met to update the strategic plan that guides the organization to reach its goals. The strategic plan was adjusted to guide us in giving even more products and services, and opportunities to get to know the leaders, and learn how to become a leader.

The strategic plan is divided into six core developments, Membership, Community, Advocacy, Education, Professional Development and Organizational Excellence.

**Core of MEMBERSHIP - DAOR to be the most reliable and accessible source of information to their membership. Remain relevant and “Earn Their Membership”.**

- Increase member benefits and service offerings
- Provide speakers & events most desired and beneficial
- DAOR.com to be a “one source” website
- Focus on quality growth as much as quantity growth
- Maintain a reality of relevance, efficiency, supportiveness, professionalism, and a place of information, emphasizing on community and service.
- Maintain productive and lasting relationships with member brokers, agents and affiliates
- Increase communication to members in showing them areas of RAF, Education, Code of Ethics, Benefits and Services
- Maintain ways of “getting to know your peers”.

**Core of COMMUNITY  
DAOR to create and support a meaningful relationship between DAOR and the Community. Providing to the community market statistics and issues, and education on the importance of using a REALTOR.**

- Help members in promoting their weekend open houses
- Participate in the local high schools in job fairs, scholarships, education

- Positively impact our communities through campaigns and goodwill
- Provide city staff, legislators and community with market reports
- Promote a good image of the local REALTOR
- Increase the boundaries of community outreach

**Core of ADVOCACY - DAOR to educate and involve their members in advocacy efforts that advance the real estate industry**

- Conduct six events/projects 2 showing “act”, 2 showing “vote” and 2 showing “invest”
- Educate members on REALTOR Action Fund and raise member contribution to 30%
- Provide communication of PACs at all levels
- Teach members how to be a part of Red Alerts and Calls for Action
- Staff Outreach: Legislative Updates and RAF Participation. Directors to participate in Office Outreaches throughout year.
- Social Media all C.A.R. & N.A.R. Red Alerts and Calls for Action
- Share with public legislation and public policies REALTORS assisted with to help homeownership

**Core of EDUCATION  
DAOR to strengthen the professionalism of their members by providing them with quality education for trade designations, MLS, real estate industry trends, and National Association of REALTORS Code of Ethics**

- Conduct C.A.R. & N.A.R. Information Meetings
- Create a mentoring webinar series for new members to cover association structure, RAF, Code of Ethics, top producers and more
- Provide education enhancing the members knowledge on all aspects of the real estate industry

- Staff to be trained in many areas to conduct training in office outreaches
- Provide information on REALTOR Designations
- Educate new and all members on Fair Housing in Real Estate

**Core of PROFESSIONAL DEVELOPMENT - DAOR to provide benefits to its members that will strengthen their ability to be more professional in their day to day business. DAOR to strengthen the professionalism of the members.**

- Provide and conduct implicit bias training to all members
- Publish ethics violation reports to show members what types of complaints, hearings and calls are being received
- Increase education with the Code of Ethics and promote the benefits of ethical practice
- Utilize the new building to emphasize growth

**Core of ORGANIZATIONAL EXCELLENCE - DAOR is dedicated to provide the highest level of professionalism and honesty is safeguarding the best interest of DAOR and the welfare of its members. DAOR is dedicated to provide their members with a supreme level of services at the lowest possible membership cost,**

- Maintain financial stability & Seek new revenue sources
- Invest in technology to advance DAORs social presence and the highest level of communication
- Measure participation and effectiveness in products, services and events provided to the members to determine continuation
- Work on relationships, leaders to have a closer relationship to the membership
- Implement and invest in an Influencer Group
- Implement a better event “check in” policy

