

2021-2023 ESAR Strategic Plan

Mission:

To enhance the professionalism of membership through education, technology, and adherence to the REALTORS® Code of Ethics.

Vision:

To promote diversity, equal housing opportunity and private property rights, while enhancing the growth of the American dream of homeownership on the Eastern Shore of Virginia.

Goal 1: Engage current and new members to build the ESAR community and its value.

Objectives/Strategies:

- Market to other real estate specialties, to encourage membership to ensure the association represents all aspects of the real estate industry.
 - Other specialties include Property Management, HOA, and Condo Management
 - Other specialties can grow the ESAR membership.
- Enhance the engagement of ESAR members to build additional benefits for them outside the MLS.
 - Market the benefits of ESAR involvement to demonstrate how engagement helps members to build business.
 - Hold fun events to bring members back to ESAR.
 - Look at partnering with the Chamber of Commerce to introduce members to other businesses.

Goal 2: Increase awareness of the ESAR brand in the community and to the overall membership.

Objectives/Strategies:

- Educate to the public on the value to using a REALTOR® from the Eastern Shore.
 - Demonstrate to the public the knowledge and competency of the Eastern Shore REALTORS®.
 - Develop a campaign to use an ESAR member for all real estate needs on the Eastern Shore of through local media.
 - Build on the ESAR brand so it is recognized throughout the community.

- Develop an internal awareness of the ESAR brand that brings value to ESAR members.
 - Get members sharing to the public the real estate knowledge members have of the Eastern Shore of Virginia
 - The “smallness” of ESAR gives the ability to affect changes needed to enhance the real estate market in the Eastern Shore.

Goal 3: Provide more educational offerings on wider topics that brings benefit to the members.

Objectives/Strategies:

- Provide educational opportunities on new technology trends.
 - Develop a list of tech savvy people (or members) who can teach technology to members.
- Enhance the quality of education by partnering with other like-minded organizations.
 - Partner with ESAR Chamber of Committee to host education courses.
 - Develop a general contract class that compares contracts used.
 - Enhance the ability for members to take education online.
- Bring educational offerings on other real estate specialties.
 - Host property management, HOA, Condo education courses.
 - Offer rental management education.

Goal 4: Enhance the education and involvement in specific issues at all levels of the REALTOR® advocacy program.

Objectives/Strategies:

- Develop enhanced communications on the VAR advocacy program.
 - To assist with advocacy in smaller communities, members must participate and be aware of the actions of VAR advocacy program.
 - Inform members that louder voices on issues sent to VAR will have more impact.
- RPAC education on how it can impact programs on the Eastern Shore.
 - Broadband is number one issue that must be addressed.
 - Open discussion with Virginia RPAC on how to assist with the broadband issues as it hinders development on the Eastern Shore.

Goal 5: Determine the diversity needs on the Eastern Shore.

- Set up a task force to determine the diversity needs on the industry on the Eastern Shore.
- Offer diversity education to members so they have an enhanced understanding.