











**Coastal Carolinas Association of Realtors®
2010 Strategic Plan Report Card**

Objective 1 Actions: Agents	Assigned	Timeline	Done
1.) Value points card: Turn points into cash. This would allow CCAR to become a cashless office.	Finance/Accounting/Membership staff	12-2010	
2.) Ethics: <ul style="list-style-type: none"> Education is current. New member training such as mandatory CCAR classes on ethics and contracts for agents. 	Membership Request from Ed cte over to PS cte for proposal to have all new members take online ethics training in addition to the NMO class training.	01-2010	Done
<ul style="list-style-type: none"> Consequences would be harsher punishments and potential fines for not attending mandatory class sessions. 	O&D, Staff Upgrade to membership system requires payment in advance.	Ongoing	Done
3.) Establish a mentor program – Review LeadershipSCR course.	Education/ Staff	06-2010	
4.) Top Producers Program: Invitation only event for top producers. Top producers would be the top 10%.	Education/ Staff/Membership	Q1 2010	
5.) Member system to view members records →Education, MLS, etc.	Staff/MMSI	Q4 2009	Done
6.) Distribute tests at the end of MLS classes to ensure that the members fully understand how to operate the system.	MLS Committee/Staff	01-2010	Done
7.) Offer more PD, MCE classes Generational,ethics, contracts, green	Education Committee/Fortune/HGTC/Staff	01-2010 Ongoing	
8.) Investigate starting an internal education department to increase revenues.	Officers/Staff	Q2 2010	

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Objective 2 Actions: Broker	Assigned	Timeline	Done
1.) Develop a broker council.	Survey shows 66% interested	Q1 2010	
2.) Focus Groups – surveys Agent/Broker	Staff Survey emailed	Q2 2010	Done

Objective 3 Actions: Consumer	Assigned	Timeline	Done
1.) Consumer focus groups → surveys	O&D/Staff	Q2 2010	
2.) Consumer classes- first time buyers	Education/Staff	Ongoing	
3.) Updated CCAR website – accuracy and consumer education	IT/Education	Q2 2010	
4.) Consumer Focus Group	PAG/Staff	Q2 2010	
5.) Utilize media to reach consumer	PR	Ongoing	

Objective 4 Actions: Government	Assigned	Timeline	Done
1.) Legislative Awareness Campaign	GAD/ PR	Q1 2010	
2.) Realtor Vote – media, voter registration, awareness	GAD/PR	Q1 – Ongoing	
3.) Establish local “Call To Action Committee”	GAD Broker Involvement Program	Q1 – Ongoing	
4.) Support SCR efforts with LLR and increased education	Legislative/GAD	Q1 – Ongoing	
5.) Host Realtor®/Lender issues forum	Legislative/GAD	Q1 2010	
6.) Lobby NAR for proactive actions and communications w/ appraisers	Legislative/GAD	Ongoing	
7.) Decrease regulation, taxes and fees	Legislative/GAD	Ongoing	
8.) Support HOA oversight	Legislative/GAD	Q1 2010	
9.) Participate in Green Issues activities	Legislative/GAD/Staff	Ongoing	
10.)Lobby for affordable property & health insurance	Legislative/GAD	Ongoing	
11.)Lobby for landlord/tenant act rewrite	Legislative/GAD	Q1 2010	
12.)Gain Broker reciprocity of business licenses between county and municipalities	GAD/Legislative	Q1-Ongoing	

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Objective 5 Actions: Members	Assigned	Timeline	Done
1.) Provide education and enforce the Realtor® Ethics – higher standard	Professional Standards/Education	Q1 – Ongoing 1/15/10	
2.) Investigate mandatory ethics training	Professional Standards/Leadership	Q3 2010	

Objective 6 Actions: Technology	Assigned	Timeline	Done
1.) Offer current technology training	IT/MLS/Education Tech Fair, Adv Paragon training	Q1-Q4 Ongoing	
2.) Offer online/web based training	IT/Education/HGTC/Staff	Q4 2010	
3.) Implement technology using the Internet	IT/MLS/Staff	Q4 2010	
4.) Revamp NMC, MLS & Prop Tools Training	MLS/Membership	Q1 2010	Done
5.) Develop an archive for technology information	IT/Website	Q4 2010	
6.) Host Technology Fair with training – Tech conference	IT/Education/Staff	Q3 2010 April 23 rd	
7.) Use Social Media to communicate with members	Communications/IT Facebook, Twitter	Q1 2010 Ongoing	
8.) Develop Affinity Partnerships with tech companies for discounts	IT/Staff Investigating	Ongoing	
9.) Revamp CCAR website	IT/Staff In process	Q2 2010	

Objective 7 Actions: Association	Assigned	Timeline	Done
1.) Promote Association value	PR/O&D/Staff	Q1 – Ongoing	
2.) ID Value added Programs	Staff	Q1 – Ongoing	
3.) Evaluate existing programs viability	Staff	Q1- Ongoing	
4.) Increase member participation to 25%	O&D/Staff	Q1- Q4 Ongoing	
5.) Facility Assessment	PAG or Facilities Committee	Q1 2010	
6.) Maintain MLS accuracy and access	MLS Addition of iChecker	Q1 – Ongoing Begins 1/15/10	
7.) Encourage community involvement	Hospitality Committee Community Outreach Cte	Q1 – Ongoing Proposed	
8.) Program cost analysis for dues paid	Staff	Q4 2010 In Process	
9.) Create programs for specialty groups in CCAR – property mgmt, appraisers,	Education/Staff	Q4 2010	

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commercial, rookie, top producers, land			
10.) Look to other Associations for new ideas to implement	Staff/Leadership	Ongoing	
11.) Develop regional representation – grassroots, community, education	Legislative/Education/Staff Beginning with Candidate Screening Process	Q4 2010	
12.) Develop member retention programs – value added benefits & programs	Leadership/Staff Letter campaign to non-renewing affiliates	Ongoing	
13.) Research MLS options & alternatives	MLS/Staff/Statewide MLS Task Force	Ongoing	
14.) Non-Dues Revenue options	Leadership/Staff	Ongoing	
15.) Membership meeting bi-monthly	Staff	Q1 2010	Done
16.) Enhance media relations – weekly news coverage with positive Realtor®/market message	PR/Leadership/Staff	Ongoing	
17.) Spokesperson Training – media relations	Leadership/Staff Staff training at AEI	Q2 2010	
18.) Membership Surveys	Staff	Q1-Q4 2010	Done
19.) Green Meetings – paperless	Staff	Q4 2009	Done

Updated 03/10/10