

**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	01-2010	
<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	
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	
7.) Offer more PD, MCE classes Generational,ethics, contracts, green	Education Committee/Fortune/HGTC/Staff	01-2010	
8.) Investigate starting an internal education department to increase revenues.	Officers/Staff	Q2 2010	

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

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

Objective 3 Actions: Consumer	Assigned	Timeline	Done
1.) CRES → To publish articles, announcements, ask the editor. Use the magazine to support a positive REALTOR campaign.	Magazine Committee/ Editor	Q1 – Ongoing	
2.) Consumer focus groups → surveys	O&D/Staff	Q2 2010	
3.) Consumer classes- first time buyers	Education/Staff	Ongoing	
4.) Updated CCAR website – accuracy and consumer education	IT/Education	Q2 2010	
5.) Consumer Focus Group	PAG/Staff	Q2 2010	
6.) 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	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	Legislative/GAD	Q1 2010	

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

rewrite			
12.) Gain Broker reciprocity of business licenses between county and municipalities	GAD/Legislative	Q1-Ongoing	

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	Q1-Q4	
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	
7.) Use Social Media to communicate with members	Communications/IT	Q1 2010 In Progress	
8.) Develop Affinity Partnerships with tech companies for discounts	IT/Staff	Ongoing	
9.) Revamp CCAR website	IT/Staff	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- Ongoing	
5.) Facility Assessment	PAG or Facilities Committee	Q1 2010	
6.) Enhance internet presence for magazine	IT/CREW/PR	Q1 2010	
7.) Maintain MLS accuracy and access	MLS Addition of iChecker	Q1 – Ongoing	

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

8.) Encourage community evolution	Hospitality Committee	Q1 – Ongoing	
9.) Program cost analysis for dues paid	Staff	Q4 2010	
10.) Create programs for specialty groups in CCAR – property mgmt, appraisers, commercial, rookie, top producers, land	Education/Staff	Q4 2010	
11.) Look to other Associations for new ideas to implement	Staff/Leadership	Ongoing	
12.) Develop regional representation – grassroots, community, education	Legislative/Education/Staff Beginning with Candidate Screening Process	Q4 2010	
13.) Develop member retention programs – value added benefits & programs	Leadership/Staff	Ongoing	
14.) Research MLS options & alternatives	MLS/Staff/Statewide MLS Task Force	Ongoing	
15.) Non-Dues Revenue options	Leadership/Staff	Ongoing	
16.) Membership meeting bi-monthly	Staff	Q1 2010	Done
17.) Enhance media relations – weekly news coverage with positive Realtor®/market message	PR/Leadership/Staff	Ongoing	
18.) Spokesperson Training – media relations	Leadership/Staff	Q2 2010	
19.) Membership Surveys	Staff	Q1-Q4 2010	Done
20.) Green Meetings – paperless	Staff	Q4 2009	Done