



STRATEGIC PLAN



Des Moines Area Association of Realtors®

The Des Moines Area Association of REALTORS supports and empowers REALTOR's to better serve their clients and communities through a culture of collaboration and a commitment to the (Realtor Code of Ethics) highest professional standards.

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Strategic Plan

Mission Statement: The Des Moines Area Association of REALTORS® supports and empowers REALTORS® to better serve their clients and communities through a culture of collaboration and a commitment to the REALTORS® Code of Ethics (the highest professional standards).

1. To facilitate connection and collaboration to help agents better serve their clients.

Goals:

Multiple Listing Service Hosting, Administration and Tools

- Finalize 3-year Corelogic contract (Q1)
- Rollout new MLS Mobile App to membership (Q3)

Ensure Accurate Information

- Data Checker
- Report Data errors

Universal Forms

- Forms Committee to complete 2nd set of Standardized Forms (Q2)
- Rollout new Standardized Forms to membership (Q4)

2. To continually raise the bar of ethical and professional standards of our members

Goals:

Implementation and Oversight of the REALTOR Code of Ethics

- DMAAR integrates Statewide Professional Standards Board & Grievance Process (Q1)
- Advertise and educate membership regarding the new PSB & Grievance process (Q2)

C2EX-promote to membership

- Develop a social media/newsletter program (Q2)

Financial Stability

- Reorganize Treasurer's role (Q2)

Annual Audit

- BOD approves the hire of the firm

3. To invest in our local communities, and to protect and advance home-ownership and property rights

Goals:

RPAC – Encourage engagement and attendance

- Host at least 1 major investors event (Q3)
- Completed at least 2 phone bank efforts (Q3)
- Complete at least 2 online fundraising efforts (Q3)
- Fulfill the 2021 RPAC goals as set by IAR/NAR (Q4)

Community Betterment

- Form a Community Betterment Committee (Q1)
- Establish policies and application process for DMAAR sponsored projects (Q4)
- Establish an annual budget (Q4)

4. To promote the safety of our members and the clients they serve

Goals:

Promote Safety Pledge/Protocol

- Revisit the Safety Pledge, it's scope, details and to determine the best path forward (Q2)
- Certify at least 2 instructors for DMAAR Safety course training (Q4)
- Develop at least 1 Safety class/topic to be presented to membership (can be in various forms i.e., quarterly breakfast, outside speaker, CE class, video, etc. (Q4)

5. Diversity, equity and inclusion, in support of fair housing

- Create a diversity committee (Q1)
- Require leadership to attend a diversity, equity and inclusion education component (Q2)