



Des Moines Area Association of REALTORS®

STRATEGIC 5 YEAR PLAN



Mission Statement: *DMAAR is the voice for real estate in the Des Moines Area, elevating the professional services of our members as they meet the needs of their customers and our community.*

The voice for real estate in the Des Moines area means: The 1st reference point for the public regarding the real estate industry.

Elevating the professional services of members' means: A commitment to excellence (professionalism) that involves an on-going focus (continuum) to:

- Educate
- Build/improve knowledge
- Unify
- Build Leadership
- Provide Experience

Goal #1: DMAAR is the primary source for accurate and timely market information.

Strategy: Continue current communication process while implementing additional approaches that position DMAAR as the primary source of information.

- Develop communication approach focused on building consumer awareness
- Monthly press releases to include relevant industry data sent to members and media

Goal #2: DMAAR has the best informed and educated membership

Strategy: build brand awareness and communicate benefits of DMAAR to its members

- Education relationship with IAR to provide classes
- Continued support of the Des Moines Housing Symposium (education and diversity)

Goal #3 : RPAC Advocacy

Strategy: build a strong RPAC Advocacy relationship within DMAAR's membership

- Set a goal
- Communicate to the members the importance of supporting RPAC
- Continue the Major Investors Posters for offices to display

Goal #4: DMAAR is the administrative arm for the public and its members

Strategy: develop recognition and reward for committee work and community involvement

- Professional Standards Committee Training
- Showcase members for community involvement in monthly newsletters, annual banquet

Adopted 3/2015

- Continue program for mediation with the Polk County Bar Association

Goal #5: Financial stability

Strategy: Create and review budget, access the members needs

- Budget
- Review Investments
- Policy for investments and reserves

SUMMARY:

- Strengths: large membership, financial stability, IAR/DMAAR contract for services, broker support
- Weakness: communication to members, commitment of members for advocacy, level of professionalism of members

ACTION ITEMS:

- Continue monthly press releases, communication to the media and members, social media forums
- Continue to work with IAR for educational opportunities for members, support the Des Moines Housing Symposium and other opportunities
- Continue to build a strong awareness for RPAC, committee involvement, major investors, keep the voluntary contribution on dues billings, create voter registration program
- Continue mediation program, promote community involvement, professionalism
- Continue reviewing and supporting the financial policies that are in place

With the new core standards that have been adopted, Marion County Board, Newton and Raccoon Valley board members are joining DMAAR and the MLS in 2015. Concerted efforts need to be in place to include these new members with DMAAR functions, products, committees, etc. Through these new relationships continue to identify members with leadership possibilities to help promote the REALTOR® brand, political advocacy, and professionalism for all our members.