



# Strategic Plan 2018

## PROGRESS REPORT

### Table of Contents

1. Public Policy
2. Risk Management=Professionalism
3. Voice of Real Estate
4. National Association Influence
5. Local Association Outreach
6. Economic Public Policy
7. Business and Career Success
8. Broker Engagement
9. Appendix



# Public Policy

## CORE GOAL

Public Policy in Virginia remains favorable to the practice of real estate and to property ownership





## **These three will be reported on after the 2019 General Assembly adjourns**

- Success rate on policies supported by Virginia REALTORS®
- Failure of strongly opposed legislation
- Stated positions of Virginia Legislators incorporate and utilize Virginia REALTORS® and NAR documents and key points



## **This will be reported after the annual survey in 2019**

Members rate the value of Virginia REALTORS® legislative a 4.0 or better (on a 5 point scale)





Number of contacts initiated by legislators to Virginia REALTORS® lobbyists for non-fundraising purposes increases

**Tracking has begun on these numbers and anticipate reporting to begin after the 2019 General Assembly session convenes.**



Regulatory agencies (e.g. DPOR, DHCD, DOH, DEQ, etc.) increasingly seek out Virginia REALTORS® input about prospective regulations

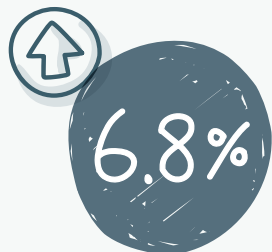
**We are participating with the VREB within their regulatory review process and anticipate months of ongoing work.**



Election of a significant number of RPAC-supported incumbents and RPAC-supported challengers

**2019 is an election year in Virginia, with all 140 seats in the General Assembly up. We will begin reporting on the election matrix after the June primaries.**





Year-over-year increase in the percentage of members who contribute to and the local money raised for RPAC

**Using 2017 statistics as a baseline to show year-over-year growth, in 2018 RPAC fundraising dollars saw a 6.8% increase while participation remained on par from the previous year.  
(For more details, "PP1" on page 20)**



The number of Virginia REALTORS® created opportunities for local association meetings with their legislators

**Virginia REALTORS® created over 30 opportunities for local association meetings or interactions with their legislators. In addition, we are also hosting several "Day-on-the-Hill" events during the 2019 General Assembly session for local associations.**



# Risk Management = Professionalism

## CORE GOAL

Continue to offer programs and services  
that support the lawful and ethical  
practices of members.





Virginia REALTORS® introduces and supports reasonable laws and regulations that enhance licensee **professionalism**

**Yes! We are participating with the VREB within their regulatory review process and anticipate months of ongoing work. Virginia REALTORS® has introduced new laws during the 2019 legislative session that will enhance professionalism in the areas of unlicensed activity enforcement, oversight of unlicensed independent contractors, consumer disclosure, and rental evictions.**



Members rate the value of Virginia REALTORS® risk management services a 4.0 or better (on a 5 point scale)

**Results will be sourced from the 2019 annual survey.**



Ongoing growth in the number of people attending Virginia REALTORS® risk management education and utilizing risk management services to enhance **professionalism**

**We have seen consistent participation growth in professionalism-focused education and programs. (For more details, see appendix section "RM1" on page 21.)**



# Voice of Real Estate

## CORE GOAL

Position the Virginia REALTORS® and its members to be recognized as the “go-to” resource for real estate.







Members rate the usefulness of the statewide home sales data and analysis provided by the Virginia REALTORS® a 4.0 or better (on a 5 point scale)

**This will begin with the 2019 annual survey.**



Year-over-year growth in articles and op-eds that address property ownership issues

**Year-over-year growth will be reported beginning in 2019 using 5 media hits as a baseline for comparison.**



Year-over-year growth in the media citations of Virginia REALTORS® or local association leaders as SMEs

**In 2018, Virginia REALTORS® received over 70 media citations. (For more details, "VRE1" on page 21)**



# National Association Influence

## CORE GOAL

Virginia will maintain and expand leadership and influence in NAR policy formation.





Committee Appointments- **4** committee leadership positions (Chair or Vice Chair) each year

**Virginia REALTORS® had 7 representatives in total—3 chair appointments and 4 vice chairs. (For more details, “NAR1” on page 21)**



Virginia is selected as a participant in beta projects, outreach efforts, etc.

**Virginia REALTORS® participated in the RAMCO Beta Release Group testing & placed top three in the 50th Anniversary of RPAC video contest.**



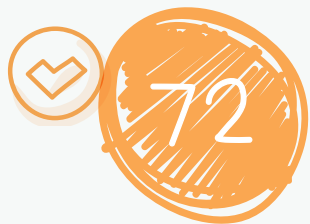
Virginians are appointed to high-profile work groups and leadership positions

**Four members received appointments to NAR Presidential Advisory Groups—1 chair appointment & 1 vice chair. (For more details, “NAR2” on page 22)**



Continue to offer programs and services that support the lawful and ethical practices of members.





Instances of Virginia REALTORS® assistance, visits, or attendance with local associations

**Virginia REALTORS® provided support to local associations 72 times in various fashions. (For more details, “LA1” on page 22)**



Improvements in an annual survey of AEs and local association presidents

**This will be reported after the annual survey in 2019.**



Local association use of Virginia REALTORS® products and services

**Virginia REALTORS® increased professionalism by educating over 2,500 REALTORS® through local association use of Virginia REALTORS®-education and training programs. (For more details, “LA2” on page 23)**



Local association AE and officer attendance at Virginia REALTORS® events

**Throughout the year, AEs and local officers maintained steady attendance at Virginia REALTORS®-hosted events.**



# Economic Public Policy

## CORE GOAL

Build on Virginia REALTORS® advocacy position and expand its scope to economic public policy.





**Tracking on these three new programs has just begun with the 2019 addition of Chief Economist Dr. Lisa Sturtevant to the Virginia REALTORS® team**

- Use/citations of Virginia REALTORS® data
- Appointment of Virginia REALTORS® representatives to economic development groups
- Presentations on economic development, real estate, or housing issues



**Tracking of these initiatives is scheduled to begin in the 2020-2021 time period**

- Instances where Virginia REALTORS® data is provided for economic development
- Long term: when appropriate, communicate economic development “success stories” in which Virginia REALTORS® has played a clear and significant role



# Business and Career Success

## CORE GOAL

Increase emphasis on enhancing  
REALTOR® business and career success.







Event Attendance

**This number is a representation of in-person and virtual attendance at our events.**



Downloads of relevant tools and information (digital metrics)

**(For more details, “BCS1” on page 24)**



# Broker Engagement

## CORE GOAL

Increase support and engagement with brokers.





**Virginia REALTORS® has begun working diligently on these new strategic goals and will begin reporting on these efforts later in 2019**

- Number of Virginia REALTORS® meetings held with brokerage firms
- Virginia REALTORS® participation at local association broker events
- Broker attendance at meetings and events
- Broker requests for onsite firm programs
- Downloads of broker tools and information (digital metrics)



#### Survey Feedback

**Over 80% said they would take advantage of a Broker Resource page & 90% said a Supervisory Broker-Only newsletter would be beneficial  
(For more details, see appendix “BE1” on page 24)**



## PP1

### RPAC Fundraising Dollars

2017 RPAC Goal	\$905,000	Raised	\$972,000
2018 RPAC Goal	\$1,000,000	Raised	\$1,037,978

- The goal each year is based on the previous year's results

### Participation

2017 Participation Goal	37%	11,079 Participants
2017 Results	33.42%	10284 Participants
2018 Participation Goal	37%	11,846 Participants
2018 Results	33.33 %	10670 Participants

- A participant gives at least \$15 to RPAC
- 37% is the standard participation rate every year
- Member count changes from year to year; 2017 had a lower member count than 2018
- There was an increase in the number of participants, but the participation percentage remained about the same due to the member counts

◀ Back to "Public Policy" on page 5



## RM1

### All Numbers YTD

Legal Hotline Questions Asked – 1,630

Podcasts Plays – 16,591

Webinars – 996

Videos – 3,139

Education Attendance at CE Sessions – 1,276

◀ [Back to “Risk Management=Professionalism” on page 7](#)

## VRE1

For 2018, our media citation numbers are broken down by Home Sales Reports, Virginia REALTORS® Association in the News, Local REALTOR® Association News, REALTOR® Members in the News, Policy & Advocacy, and Community/Consumer Affairs. As of November 2018, we have 35 Home Sales Report mentions, 9 mentions of the Virginia REALTORS® Association, 6 Local REALTOR® Association mentions, 14 mentions of Virginia REALTOR® members, 6 mentions of Policy and Advocacy related issues, and 4 Community/Consumer Affairs mentions. We are prepared to improve our media tracking efforts in 2019 to meet our success indicator. There was also a wide-reaching 8 News video story regarding Mortgage Wire Fraud where we were able to be a subject matter expert.

◀ [Back to “Voice of Real Estate” on page 9](#)

## NAR1

Lorraine Arora – CIPS Advisory Board Vice Chair

Deborah Baisden – State and Local Issues Policy Committee Chair

Nathan Hughes – Commercial Legislation and Regulatory Advisory Board Vice Chair

Jay Mitchell – Consumer Communications Committee Vice Chair

Lisa Noon – AEC-RCE Certification Advisory Board Chair

John Powell – RPAC Trustees Fundraising Committee Vice Chair

Terrie Suit – Leading Edge Advisory Board Chair

◀ [Back to “NAR Influence” on page 11](#)



## NAR2

### 2018 NAR Presidential Advisory Group Committees

**Kit Hale** – 2018 Governance Game Changer Presidential Advisory Group

Member: At-Large 8/15/18–11/30/20

**Veronica Seva-Gonzalez** – 2018 Governance Game Changer Presidential Advisory Group Member: At-Large 8/15/18–11/30/20

**Terrie Suit** – 2018 Governance Game Changer Presidential Advisory Group Vice Chair: 8/15/18–11/30/20

**Deborah Baisden** – 2018 Total Electronic Closing Presidential Advisory Group Chair: 5/1/18–11/30/18

[◀ Back to “NAR Influence” on page 11](#)

## LA1

- a. New AE Orientation at local association – 3 visits
- b. New AE Orientation at Virginia REALTORS® Headquarters – 2 AEs
- c. Local Association tradeshow – 8
- d. Outreach meetings to local associations - 7
- e. RPAC meetings – 8
- f. Advocacy meetings at local associations – 7
- g. CEO meetings - 7
- h. Networking lunches, receptions, and dinners - 6
- i. Leadership Team & Board member visits - 24
- j. Assistance in helping local association receive NAR REALTOR® Party grants - 4
- h. Governance & Professional Standards Hotline: 17
- i. AE hiring assistance-1

[◀ Back to “Local Association Outreach” on page 13](#)



## LA2

- a. Leadership Training – 13 courses educating 178 REALTORS®
- b. Strategic Planning Facilitator – 4 local associations
- c. BeneFinder Seminars – 7 in person sessions and 2 webinars
- d. GRI – A total of 44 courses educating 1,157 REALTORS® were taught at 11 local associations.
- e. Professional Standards – 464 REALTORS® received education during 14 courses at 13 local associations and 1 state association event.
- f. Aristotle Training – 3 local associations
- g. Legal Education-787 REALTORS® received education during 67 courses (5 of which were virtual) that were taught at 17 associations
- h. CE Processing – 1,485 REALTORS® for 53 courses hosted at local associations
- i. Community Engagement Grants – Virginia REALTORS awarded \$36,697 to 22 local associations to assist with engaging within their communities.
- j. Scholarships – 7 scholarships to 6 local associations
- k. Campaign & election support to local associations – Coming soon

◀ [Back to “Local Association Outreach” on page 13](#)



## BCS1

Inman Subscriptions – 3,412

Tech Helpline Usages – 1,652

Home Sales Report Downloads – 460

Policy Manual Downloads – 445

Forms Downloads– 3,322,538

Event Materials Downloads – 255

◀ [Back to “Business & Career Success” on page 17](#)

## BE1

In May 2018, Virginia REALTORS® surveyed Principal and Supervising Brokers throughout the Commonwealth. Of the 2,875 surveyed, we had 333 responses—nearly 12% of those surveyed. Statistically, this is a very good result and gives the Association a good understanding of what this group of members would like to see from their association. A few key findings that were consistent in nature:

- 90% said a Supervisory Broker-Only Newsletter would be beneficial
- When asked what information was most important (Legislative Updates, Regulation Updates, VREB Licensure Hearings, NAR Updates, Education, or Other), more than 50% said that Legislative Updates, Regulatory Updates were most important; HOWEVER, over 200 commented that all of the above were important and would be beneficial in a newsletter.
- 60% said a monthly Supervisory Broker-Only Newsletter would suffice
- Over 80% said they would take advantage of a Broker Resource Page

◀ [Back to “Broker Engagement” on page 19](#)

