



3|2|1
OWN IT!
with *Elizabeth Mendenhall*

REALTOR® LEADERSHIP

www.elizabethmendenhall.com



BASIC RESPONSIBILITIES

Welcome to your role as a board member of the Realtor Association. This manual serves as a guide to your responsibilities and duties. Your role is crucial in steering our association towards success and maintaining the highest standards of professionalism in the real estate industry.

Your role as a board member is pivotal in shaping the future of our association and the real estate profession. We trust that you will approach these responsibilities with dedication, integrity, and a commitment to excellence. Welcome aboard, and we look forward to your contributions.

3|2|1
OWN IT!
with *Elizabeth Mendenhall*

01 UPHOLDING MISSION AND VALUES

Objective: Embody and promote the association's core mission and values in all activities.

Actions: Ensure decisions and actions align with these principles.

02 POLICY DEVELOPMENT

Objective: Formulate and implement policies for ethical guidelines, professional standards, and operational procedures.

Actions: Participate in policy-making meetings and discussions.

03 FINANCIAL OVERSIGHT

Objective: Guarantee the financial health and integrity of the association.

Actions: Engage in budgeting, financial planning, and monitoring expenditures.

04 STRATEGIC PLANNING

Objective: Contribute to the long-term goals and vision of the association.

Actions: Identify growth opportunities and anticipate industry challenges.

05 MEMBER ENGAGEMENT

Objective: Foster strong communication and relationships with association members.

Actions: Actively listen to member concerns and feedback.

06 LEGAL AND ETHICAL COMPLIANCE

Objective: Ensure all activities comply with legal standards and ethical norms.

Actions: Stay informed about relevant laws and ethical guidelines.

07 RESOURCE MANAGEMENT

Objective: Oversee efficient use of the association's resources.

Actions: Manage human and material resources effectively.

08 ADVOCACY AND PUBLIC RELATIONS

Objective: Advocate for real estate professionals and enhance the association's public image.

Actions: Represent the association in public forums and media.

09 PROFESSIONAL DEVELOPMENT

Objective: Promote continuous learning and growth among members.

Actions: Facilitate access to training and development resources.

10 CONFLICT RESOLUTION

Objective: Effectively address and resolve conflicts.

Actions: Mediate disputes within the association or with external parties.



LEADERSHIP JOB DESCRIPTIONS

3 | 2 | 1
OWN IT!
with *Elizabeth Mendenhall*

PRESIDENT

Job Description: The President acts as the chief executive officer of the association, overseeing all operations and ensuring alignment with the association's mission.

Duties:

- Lead and represent the association in all official capacities.
- Preside over meetings and set the agenda.
- Implement policies and strategic plans.
- Act as the primary liaison with external stakeholders.

Objectives:

- Provide strong, effective leadership.
- Ensure the association's growth and adherence to its mission.

PRESIDENT-ELECT

Job Description: The President-Elect serves as the successor to the President, preparing to assume the presidency.

Duties:

- Assist the President in their duties.
- Oversee specific projects or initiatives.
- Step in for the President as needed.

Objectives:

- Prepare for a smooth transition to the presidency.
- Support the President in strategic objectives.

TREASURER

Job Description: The Treasurer is responsible for overseeing the financial matters of the association.

Duties:

- Manage the association's budget and financial planning.
- Provide regular financial reports and analysis.
- Ensure proper financial controls and compliance.

Objectives:

- Maintain the financial health and transparency of the association.
- Ensure responsible financial management and planning.

PAST PRESIDENT

Job Description: The Past President offers guidance and support based on their experience as the former President.

Duties:

- Advise the current President and board.
- Assist in long-term planning and continuity.
- Lead special projects or committees as needed.

Objectives:

- Provide continuity and stability to the association.
- Leverage experience for the benefit of the association.

BOARD MEMBER

Job Description: Board Members are responsible for making policy decisions and guiding the strategic direction of the association.

Duties:

- Participate in board meetings and decision-making.
- Oversee the implementation of policies and plans.
- Engage with association members and represent their interests.

Objectives:

- Ensure effective governance and strategic oversight.
- Represent and advocate for the members' interests.

COMMITTEE MEMBER

Job Description: Committee Members are responsible for specific functions or projects within the association.

Duties:

- Participate actively in committee meetings.
- Contribute to specific projects or initiatives.
- Provide expertise and advice in their area of responsibility.

Objectives:

- Support the association's goals through focused tasks and projects.
- Provide specialized knowledge and skills to benefit the association.



EFFECTIVE MEETING LEADERSHIP

Leading a meeting effectively requires preparation, inclusivity, active participation, and clear action-oriented outcomes. This information provides a framework to help you conduct meetings that are not only productive but also engaging and respectful of all participants. Your role in facilitating these discussions is crucial in achieving the goals of your team or organization.

3 | 2 | 1
OWN IT!
with *Elizabeth Mendenhall*

01 PREPARATION: THE KEY TO EFFECTIVE MEETINGS

Set a Clear Agenda: Outline the topics to be discussed, including objectives and expected outcomes.

Distribute Materials in Advance: Provide any relevant documents or data beforehand to allow participants to prepare.

Diverse Participation: Ensure representation from all relevant groups or departments to promote varied perspectives.

02 FOSTERING AN INCLUSIVE ENVIRONMENT

Open Welcoming Atmosphere: Begin with a welcoming statement and encourage open-mindedness.

Acknowledge and Value Contributions: Recognize each participant's input as valuable, regardless of their role or experience.

Accessibility Considerations: Ensure the meeting space and materials are accessible to all participants.

03 ENCOURAGING ENGAGEMENT AND PARTICIPATION

Active Listening: Show genuine interest in participants' ideas and concerns.

Encourage Sharing: Invite quieter members to contribute and provide their insights.

Breakout Groups: Use smaller groups for brainstorming to ensure everyone has a chance to speak.

04 DECISION-MAKING AND PROBLEM-SOLVING

Consensus Building: Aim for decisions that incorporate diverse viewpoints.

Structured Debate: Allow for healthy debate but keep discussions focused and respectful.

Creative Problem-Solving: Encourage innovative thinking and unique solutions.

05 CREATING ACTIONABLE ITEMS AND DEADLINES

Specific Tasks: Assign clear, specific tasks to individuals or teams.

Realistic Deadlines: Set achievable deadlines, considering participants' other commitments.

Accountability Measures: Establish follow-up procedures to monitor progress.

06 EFFECTIVE MEETING CLOSURE

Summarize Key Points: Recap the decisions made and actions to be taken.

Express Gratitude: Thank participants for their contributions.

Feedback for Improvement: Invite suggestions for improving future meetings.

07 POST-MEETING FOLLOW-UP

Distribute Minutes Promptly: Share a summary of the meeting, including action items and deadlines.

Monitor Progress: Regularly check in on the progress of assigned tasks.

Adjust as Necessary: Be open to revising deadlines or tasks based on feedback or unforeseen challenges.



FIDUCIARY AND FINANCIAL RESPONSIBILITY

3 | 2 | 1
OWN IT!
with *Elizabeth Mendenhall*



01 UNDERSTANDING FIDUCIARY DUTY

Definition and Importance: Fiduciary duty is the obligation to act in the best interest of the association, prioritizing its needs over personal interests.

Key Elements: Loyalty, care, and obedience are the pillars of fiduciary responsibility.

02 ETHICAL DECISION-MAKING

Ethical Standards: Uphold the highest ethical standards in all decisions.

Conflict of Interest: Recognize and disclose any conflicts of interest and recuse yourself from related decisions.

03 FINANCIAL OVERSIGHT

Budgeting: Understand the association's budgeting process and actively participate in budget reviews and approvals.

Financial Reporting: Ensure accurate and transparent financial reporting. Regularly review financial statements and reports.

Audits: Support and understand the importance of regular financial audits.

04 RISK MANAGEMENT

Identifying Risks: Be aware of potential financial risks to the association.

Mitigation Strategies: Develop and implement strategies to mitigate identified risks.

05 LEGAL COMPLIANCE

Laws and Regulations: Stay informed about laws and regulations affecting the association.

Compliance: Ensure that the association complies with all legal and regulatory requirements

06 ASSET MANAGEMENT

Resource Allocation: Ensure resources are allocated effectively to support the association's goals.

Investment Policies: Understand and oversee the association's investment policies and strategies.

07 TRANSPARENCY AND ACCOUNTABILITY

Open Communication: Maintain transparent communication about financial matters with the board and members.

Accountability Mechanisms: Establish and adhere to mechanisms for financial accountability.

08 TRAINING AND EDUCATION

Ongoing Learning: Engage in continuous learning about fiduciary duties and financial management.

Educational Resources: Utilize available resources to stay updated on best practices and legal changes.

As leaders of a realtor association, you hold a significant responsibility to manage the association's resources ethically, legally, and effectively. You are responsible for understanding and fulfilling your fiduciary and financial duties. Your commitment to these principles is crucial for the trustworthiness and success of the association.



EMBRACING TEAM LEADERSHIP VS INDIVIDUAL LEADERSHIP

You must be dedicated to fostering team. It emphasizes moving away from individual-centric leadership styles towards a more inclusive, collaborative approach. Team leadership is the focus on making collective decisions and setting aside personal agendas for the greater good of the association and its members. Embrace these principles to enhance the performance and unity of your leadership team.

3|2|1
OWN IT!
with *Elizabeth Mendenhall*

01 UNDERSTANDING TEAM LEADERSHIP

Definition: Team leadership is about harnessing the collective skills, experiences, and perspectives of a group to achieve common goals.

Benefits: Discuss the advantages of team leadership, including diverse input, shared responsibility, and enhanced creativity.

02 SHIFTING FROM INDIVIDUAL TO TEAM LEADERSHIP

Self-Assessment: Encourage leaders to reflect on their current leadership style and identify areas for growth.

Adapting Style: Provide strategies for transitioning from an individual-focused approach to a team-oriented one.

03 BUILDING AN INCLUSIVE LEADERSHIP TEAM

Diverse Teams: Stress the importance of forming leadership teams that reflect the diversity of the association's membership.

Roles and Responsibilities: Clearly define roles within the team to ensure balanced participation and avoid overlaps.

04 DECISION-MAKING AS A TEAM

Collaborative Processes: Introduce decision-making models that promote collaboration and inclusivity.

Consensus-Building: Offer techniques for building consensus while respecting differing viewpoints.

05 COMMUNICATING EFFECTIVELY AS A TEAM

Open Communication Channels: Establish norms for open and transparent communication within the team.

Active Listening Skills: Emphasize the importance of active listening and understanding different perspectives.

06 SETTING ASIDE PERSONAL AGENDAS

Association First: Reinforce the principle of prioritizing the association's interests over personal agendas.

Conflict of Interest Policies: Develop and enforce policies to manage and disclose conflicts of interest.

07 FOSTERING TRUST AND RESPECT

Trust-Building Activities: Suggest activities and practices that build trust among team members.

Respectful Interactions: Encourage respect for all opinions and contributions, creating a safe space for sharing ideas.

08 MEASURING TEAM SUCCESS

Success Metrics: Define clear metrics for evaluating the effectiveness of team leadership.

Feedback Mechanisms: Implement regular feedback loops to assess team dynamics and make necessary adjustments.



IMPLEMENTING STRATEGIC PLANS

Introduction

Effective implementation of a strategic plan is crucial for the growth and success of your realtor association. Regular review, open communication, and a commitment to the strategic objectives are key to achieving the desired outcomes.

3 | 2 | 1
OWN IT!
with *Elizabeth Mendenhall*

01 UNDERSTANDING THE STRATEGIC PLAN

Comprehension: Ensure all members and committees understand the strategic plan's goals, objectives, and relevance.

Alignment: Align the plan with the association's mission and values for cohesive implementation.

02 INTEGRATING PLAN WITH COMMITTEE ACTIVITIES

Committee Roles: Clearly define how each committee contributes to the strategic plan.

Activity Planning: Assist committees in planning activities and initiatives that directly support strategic objectives.

03 MONITORING AND REPORTING PROGRESS

Regular Updates: Set a schedule for committees to report on their progress.

Performance Metrics: Establish key performance indicators (KPIs) to measure the success of various initiatives against strategic objectives.

04 ESTABLISHING BENCHMARKS

Setting Benchmarks: Define clear, realistic benchmarks to measure progress.

Comparative Analysis: Use industry standards or past performance as reference points for setting these benchmarks.

05 ACCOUNTABILITY AND RESPONSIBILITY

Clear Responsibilities: Assign specific tasks and objectives to committees and individuals.

Accountability Mechanisms: Implement a system for holding committees and members accountable for their contributions.

06 FLEXIBILITY AND ADAPTATION

Review and Adjust: Regularly review the strategic plan and be open to making adjustments in response to changing circumstances or feedback.

Agile Approach: Encourage a flexible approach, allowing for course correction as needed without losing sight of the overall objectives.

07 COMMUNICATION AND ENGAGEMENT

Transparent Communication: Maintain open lines of communication about the plan's progress and any changes.

Member Engagement: Involve members in the implementation process to foster a sense of ownership and commitment.

08 CELEBRATING SUCCESSES AND LEARNING FROM CHALLENGES

Recognizing Achievements: Celebrate milestones and successes to motivate and encourage continued effort.

Learning from Setbacks: Use challenges as learning opportunities to improve future strategies and approaches.



DUTY TO ACT: ADDRESSING CONDUCT

3 | 2 | 1
OWN IT!
with *Elizabeth Mendenhall*

01 RECOGNIZING INAPPROPRIATE BEHAVIOR

Harassment and Bullying: Understand the signs of harassment and bullying, including verbal, physical, and digital forms.

Staff or Member Abuse: Identify signs of abuse, which can be emotional, verbal, or physical.

Role Boundaries: Recognize when boundaries between staff and volunteer roles are being crossed.

Micromanagement: Identify signs of micromanagement that can hinder staff autonomy and morale.

02 LEGAL AND ETHICAL OBLIGATIONS

Legal Compliance: Familiarize with laws and regulations related to workplace conduct.

Ethical Standards: Uphold the association's code of ethics, emphasizing respect and professionalism.

03 REPORTING MECHANISMS

Clear Reporting Channels: Establish and communicate clear processes for reporting inappropriate behavior.

Anonymity and Confidentiality: Ensure reports can be made anonymously and are handled with utmost confidentiality.

04 RESPONDING TO REPORTS

Immediate Action: Take immediate and appropriate action upon receiving a report.

Investigation Process: Conduct thorough and impartial investigations into reported incidents.

05 PREVENTATIVE MEASURES

Training and Awareness: Regularly conduct training sessions for staff and members on appropriate workplace behavior.

Policy Enforcement: Enforce existing policies and procedures regarding conduct and roles.

06 CREATING A POSITIVE WORKPLACE CULTURE

Lead by Example: Model appropriate behavior in all interactions.

Encourage Open Communication: Foster an environment where concerns can be raised without fear of retaliation.

07 RESOLVING ROLE CONFLICTS

Clarifying Roles: Regularly review and clarify the roles and responsibilities of staff and volunteers.

Addressing Overstepping: Take action when boundaries between staff and volunteer roles are crossed.

08 MANAGING MICROMANAGEMENT

Empowering Staff: Encourage a culture of trust and empowerment, allowing staff to perform their duties autonomously.

Training for Members: Provide training to members and leaders on effective, non-micromanaging leadership styles.

09 CONTINUOUS IMPROVEMENT

Feedback Loops: Establish mechanisms for regular feedback from staff and members on workplace culture.

Policy Updates: Regularly review and update policies to adapt to changing workplace dynamics.

3 | 2 | 1 OWN IT! with *Elizabeth Mendenhall*

CONCLUSION

As leaders in the realtor association, you play a crucial role in fostering a respectful, professional, and safe environment. You are responsible for identifying, addressing, and preventing inappropriate behaviors and ensuring a positive workplace culture. Your commitment to these principles is essential for the health and success of the organization.