

# NEW VISION STATEMENT



During the June 2023 strategic planning discussions of the North Shore - Barrington Association of REALTORS® (NSBAR), attention was given to the organization’s mission and core values. It was noted, however, that the association had not previously developed a vision statement. In an effort to clarify their “why” and deliver on the desired outcome of NSBAR’s mission statement, a newly created vision statement was drafted for later approval by the Board of Directors.

*Previous Vision Statement:* None.

### ***New Vision Statement:***

Our VISION is an empowering and lasting home for REALTORS®, elevating the voice of the industry to uphold the highest standards of professionalism and ethics.

# STRATEGIC PLAN OUTLINE

*October 1, 2023 – September 30, 2026*

The North Shore - Barrington Association of REALTORS® (NSBAR) 2023 – 2026 strategic plan prioritizes four areas of focus: (1) Elevating Expertise, (2) Amplifying Industry Voice, (3) Expanding Community, and (4) Ensuring Operational Excellence.

This outline identifies a staff project lead, volunteer/committee contributor (if necessary), and a board champion for each area of strategic focus. Every item designated at the tactical and task level will be migrated to the implementation matrix but are presented here to accurately represent the totality of board discussions on June 29, 2023. Identified staff are responsible for achieving stated objectives, while the Chief Executive Officer is the ultimate owner of the strategic plan. The Board of Directors, however, is responsible for oversight and holding the CEO, related committees, and volunteer leaders accountable at the **objective level**.

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★ = Strategic Area of Focus  
● = Strategic Objective (high level)

*Water line* \_\_\_\_\_

○ = Tactic (medium level)  
■ = Action/Task (ground level)   ■ = Metric/Measurable

*Tactics and task actions will not be included in the final strategic plan document and instead will be addressed during implementation planning by staff.*



**Elevate Expertise**

*Elevate and proliferate expertise through the development of personal and professional growth pathways.*

**Amplify Industry Voice**

*Increase involvement and impact to amplify the voice of the industry.*

**Expand Community**

*Expand community to increase presence and engagement, serving the entire NSBAR territory.*

**Ensure Excellence in Operations**

*Continue to evolve operations to advance the mission and deliver member value.*

★ **Strategic Focus: Elevate Expertise**

**Strategic Goal – Elevate and proliferate expertise through the development of personal and professional growth pathways.**

Desired Outcome: In 36 months, NSBAR will have enhanced the industry’s community of knowledge through education, research, and content, and will have committed to a data-driven internal culture, all to become a legitimate and credible source for members’ business development training.

Objective Staff Lead(s): TBD Volunteer/Cmte. Contributor(s): TBD

- **Ask and listen to the needs of members and the marketplace.**
  - Evaluate the purpose and effectiveness of all current surveys (ex., D&I survey).
  - Utilize Member Outreach staff to discover and uncover the needs of our members.
- **Evaluate and expand business development offerings.**
  - Explore and pilot soft skills and hard skills education.
  - Develop executive education with a technology focus (technology education).
- **Continue to prioritize technology services and the Tech Bar (technology services)**
- **Provide professional and leadership development.**
  - Invest in the success and expansion of YPN.
  - Combine leadership development pathways with opportunities with Illinois REALTORS®.
    - Define opportunities within Illinois REALTORS®.

## ★ Strategic Focus: Amplify the **Industry's Voice**

**Strategic Goal – Increase involvement and impact to amplify the voice of the industry.**

Desired Outcome: After 36 months, NSBAR will have amplified awareness and member recognition of the RPAC and political advocacy, resulting in participation at least equal to the goal set by Illinois REALTORS®.

Objective Staff Lead(s): TBD Volunteer/Cmte. Contributor(s): TBD

- **Increase awareness and appreciation for the value of advocacy.**
  - Better communicate the impact of advocacy and government affairs efforts to all members.
  - Educate members on the realities and potential consequences of current federal lawsuit(s)
- **Maximize valuable and necessary municipal and county relationships.**
  - Continue to invest in and develop the Community Outreach Program.
- **Contribute to and leverage advocacy messaging and tools from the state and national associations.**
  - Orient and educate the new state lobbying staff as necessary.

## ★ Strategic Focus: Expand **Community**

**Strategic Goal – Expand the professional real estate community to increase presence and engagement, serving the entire NSBAR territory.**

Desired Outcome: In 36 months, NSBAR will have explored new opportunities to serve the Northwest suburbs, Luxury agents, and next generation REALTORS®, creating an inclusive, accessible, and valuable community.

Objective Staff Lead(s): TBD Volunteer/Cmte. Contributor(s): TBD

- **Increase member engagement and participation, focusing first on those already involved (the 20%).**
  - Use events and outreach to create a dialogue with members hopefully encouraging them to come to the Northbrook campus.
- **Increase diverse geographic participation.**
  - Research, evaluate options, and make an informed decision about a physical presence in the northwest suburbs.
  - Continue to evaluate opportunities for strategic alliances, partnerships, and mergers with other industry associations.
- **Increase diverse industry participation.**
  - Research and evaluate options for expanded commercial participation.
- **Identify and experiment with new ways to engage and serve Luxury agents and brokers.**
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- **Foster NSBAR culture through relevant and mission-driven events.**
  - Use community reps to represent NSBAR at local events.
- **Prioritize next-generation participation.**
  - As the base of next-gen efforts, expand YPN engagement.

## ★ Strategic Focus: Standardize Excellence in Operations

**Strategic Goal – Continue to evolve operations to advance the mission and deliver member value.**

Desired Outcome: After 36 months, NSBAR will have continued to excel in operations, elevating staff performance and efficiencies in accomplishing initiatives for the association.

Staff Lead(s): TBD Volunteer/Cmte. Contributor(s):

- **Leverage technology to serve members and stand out from regional competition.**
  - Improve upon the industry-leading technical support provided to its members by increasing the size of the team and adding real estate-related tech training as an Outreach function.
- **Explore non-dues revenue streams that benefit the membership and ensure financial stability.**
  - Establish a process to regularly introduce, adopt and evaluate new non-dues revenue sources.
  - Launch the business growth side of Association Management Company (AMC), creating a methodology for discovering and bringing on new associations to manage.
- **Implement decision(s) made about a new physical presence in the northwest suburbs.**
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- **Commit to data and communications strategies that serve all four strategic initiatives.**
  - Consider hiring a utility player type of employee that could help with tech and marketing. (*see right-size staff below*)
  - Formalize communications and marketing best practices.
    - Get better tracking information from emails.
    - Increase focus on metrics from outward-bound interactions.
    - Vary the size of the messaging with briefer stories.
    - Stay with a commitment to scheduling messages.
    - Learn to make better videos and how to be a better video subject.
- **Right-size staff and align resources to maximize member value.**
  - Ensure appropriate alignment of resources with the mission and new strategic objectives.
  - Develop a staff evolution plan, to reduce redundancies and ensure continuity.
    - Cross-train where appropriate and develop staff onboarding resources.
    - Investing in continued professional development where necessary.