



CAPE MAY COUNTY ASSOCIATION OF
REALTORS[®]
— INC. —

STRATEGIC PLAN

MISSION STATEMENT

It is the mission of the Cape May County Association of REALTORS® to be the voice of real estate by providing quality service to its members, improving their ability to conduct business successfully, enforcing the Code of Ethics, enhancing the REALTOR® image by encouraging community involvement, promoting equal housing opportunity and protecting private property rights.

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STRATEGIC OVERVIEW

Governance

- Cape May County Association of REALTORS[®] (CMCAR) has a fluid, flexible and relevant organizational structure that is representative of its membership to efficiently conduct the business of the Association for the benefit of its' members

Professional Development

- CMCAR provides a full spectrum of options and opportunities so members can invest in their personal professional career path

Political and Community Outreach

- As a stakeholder, CMCAR has an extensive and vibrant member network that is mobilized to strengthen our political influence and community outreach initiatives

Communications

- CMCAR has a systemized approach to effectively deliver accurate, timely and relevant information to the members and their communities

GOVERNANCE



CAPE MAY COUNTY ASSOCIATION OF
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AREA 1 Governance

Cape May County Association of REALTORS® (CMCAR) has a fluid, flexible and relevant organizational structure that is representative of its membership to efficiently conduct the business of the Association for the benefit of its' members.

Strategic Objective A

Each departmental area of CMCAR's organizational structure is coordinated by a corresponding Director and Staff Liaison

Strategic Objective B

CMCAR is committed to being fiscally responsible in the funding and implementation of its strategic plan

Strategic Objective C

CMCAR has a facility that meets the business needs of the members and its staff

AREA 1
Governance
Strategic Objective A

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- **Strategy A1** – Organizationally dissect and prioritize the business of the association into business areas that correspond to the strategic plan for effective implementation
- **Strategy A2** – Transition to ensuring that the business areas have Director Liaisons that serve on the BOD and oversee the implementation of the actions associated with that area in the strategic plan
- **Strategy A3** – Recognizing the diverse nature of our members and their businesses, CMCAR proactively includes and utilizes the varied talents of its members

AREA 1

Governance

Strategic Objective B

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CMCAR is committed to being fiscally responsible in the funding and implementation of its strategic plan

- **Strategy B1** – CMCAR has a multi-year budget that funds the implementation of the initiatives within the plan
- **Strategy B2** – CMCAR receives periodic advice and guidance from a Financial Planner to effectively leverage the assets of the organization
- **Strategy B3** – CMCAR has a plan for diversified non-dues income streams to ensure financial strength
 - Workgroup strategy and brainstorming session – look at other associations and what they are doing
 - Online store portal
- **Strategy B4**- CMCAR Multiple Listing Service provides non-dues revenue by providing its users with superlative services, products, options and value.
 - Proactively analyze the landscape of MLS options and changes by researching other associations that have experienced, both positively and negatively, the changes in income dynamics
 - Hire an MLS consultant to help us evaluate our current and future options

AREA 1

Governance

Strategic Objective C

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CMCAR has a facility that meets the business needs of the members and its staff

Strategy C1 – CMCAR periodically evaluates the needs of its facility in relation to the business plan of the organization

Strategy C2 – CMCAR seeks non-dues revenue opportunities with regard to rental options associated with the facility when possible

- Workgroup on the options available
- Explore additional uses of the space

Strategy C3 – CMCAR anticipates needs and funds capital expenditures associated with the optimum maintenance of the building and restricts those capital and business infrastructure funds for future use as needed

PROFESSIONAL DEVELOPMENT



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AREA 2

Professional Development

Cape May County Association of REALTORS® (CMCAR) provides a full spectrum of options and opportunities so members can invest in their personal professional career path

Strategic Objective A

CMCAR delivers a dynamic REALTOR® orientation program that informs new members of the privileges and obligations of membership

Strategic Objective B

CMCAR delivers a spectrum of curriculum for professional progression

Strategic Objective C

CMCAR provides members with a clearly understood process to manage business disputes through the Grievance, Arbitration and Mediation programs

AREA 2 Professional Development Strategic Objective A

Cape May County
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CMCAR delivers a dynamic REALTOR® orientation program that informs new members of the privileges and obligations of membership

Strategy A1 - CMCAR enhances NAR's required REALTOR® orientation program by articulating CMCAR's value proposition so new members understand the programs, products and services delivered

- **Task** – Gain input from attendees to evaluate/rate different parts of the program
- **Task** – Create a chart of all programs, products and services for inclusion that is disseminated in a variety of ways on the association and MLS website - provided on-line, in social media and in print
- **Task** – Incorporate RPAC, Path to Professionalism and a suggested Career Path Options for new members

Strategy A2 – CMCAR is committed to constantly securing demographic information at orientation to populate each member's personal profile and talent database

- **Task** – workgroup to evaluate how to secure members info at all meetings beyond orientation

**AREA 2 Professional
Development
Strategic Objective B**

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**CMCAR delivers a spectrum of curriculum for
professional progression**

Strategy B1 - Provide real estate licensing courses

Strategy B2 – Deliver or partner with others to deliver baseline training course for new agents to include the fundamentals of real estate practice

Strategy B3 – incorporate methods to provide virtual, hybrid, in-person, Webinars and online learning options as a vehicle to promote our skill-based, certification and designation options

Task - Workgroup to analyze different partnering options for in person, live virtual and online portals

Strategy B4 – Provide intermediate and advanced skill-based training or general business and specialties courses based on member needs through the NAR Certification and Designation courses

Task - Workgroup to analyze different partnering options for in person, live virtual and online portals

AREA 2

Professional Development Strategic Objective C

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CMCAR provides members with a clearly understood process to manage business disputes through the Grievance, Arbitration and Mediation programs

Strategy C1 – CMCAR provides regionally or individually, services to ensure that the NAR Code of Ethics is enforced

Task – individually or regionally, our staff will be trained to process any/all complaints to the code of ethics

Task – mediation will be offered prior to all parties

Task – forms will be available both online and manually

Task – ensure that staff knows how to guide those that need help to file

Strategy C2 – Code of Ethics training will be offered to all newly licensed agents who are joining the association

Task – the Code of Ethics will be part of the new agent orientation program and offered either live or online

Strategy C3 – Code of Ethics training will be offered annually to members and taught by a trainer who can demonstrate the positive attributes and field perspective of the code

Task – Training will be done periodically either live and/or online

POLITICAL AND COMMUNITY OUTREACH



AREA 3 Political and Community Outreach

As a stakeholder, Cape May County Association of REALTORS® (CMCAR) has an extensive and vibrant member network that is mobilized to strengthen our political influence and community outreach initiatives

Strategic Objective A

CMCAR partners with the public for private property rights, responsible land use and the quality of life in our communities

Strategic Objective B

Through 'Calls to Action' CMCAR members educate, inform and influence elected officials on our public policy positions pertaining to private property rights and ownership issues

Strategic Objective C

CMCAR continues to partner with NJR to strengthen the bonds between our communities, local officials and our membership

Strategic Objective D

CMCAR members embrace the importance of a culture for financially investing in the political process

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CMCAR partners with the public for private property rights, responsible land use and the quality of life in our communities

Strategy A1 – CMCAR utilizes its member talent database to mobilize specific quality REALTORS® to advocate for specific issues

Task – Continue to Identify the members that are already sitting on community boards, commissions, charity organizations, municipal and local government,

Task – Continue to Identify all outside community, charity and municipal government entities that REALTORS® currently do not have a seat at the table

Strategy A2 – Proactively identify REALTORS® that should be involved in carrying our message and being a reliable professional representing the positive image of REALTORS®

Task – CMCAR and NJR coordinates all messaging to the network of members that are involved

Strategy A3 – CMCAR considers using its website as a community clearing house and accurate resource to outside entities by bi-laterally linking to their websites and providing a mechanism for ‘calls to action’

Task – Workgroup to explore how to make this happen

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Through our 'Calls to Action' CMCAR members educate, inform and influence elected officials on our public policy position pertaining to private property rights and ownership issues

Strategy B1 – CMCAR partners with NJR and NAR to employ a consistent promotion campaign of the importance of members to respond to 'call to action' at all association functions

Task – Using the website, member communications, General member meetings, Broker/Manager meetings and other gathering of members, the importance of calls to action are explained

Strategy B2 – CMCAR engages the broker/owners in the Broker Involvement campaign, informs them of their participation rate and secure their assistance to improve their agent statistics in all 'calls to action'.

Task – using the member talent database and the demographic evaluation tool, determine how many of our brokerages are currently enlisted and then focus on the rest by size

Task – Consider devoting one of the broker/owner meetings to demonstrate the website and how easy it is to get set up so that without any effort on the owner's part, their agents will know about 'calls to action' under the company's banner and owner's signature

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CMCAR continues to partner with NJR to strengthen the bonds between our communities, local officials and our membership

Strategy C1 – In concert with NJR and NAR, CMCAR serves as a clearinghouse for issues that impact our local municipalities and identifies Realtor members who serve as a conduit for that information

Task – CMCAR employs a process to Identify existing members and recruit others to populate their Key Political Local Contact Program

Strategy C2 – CMCAR continues to promote to its members the benefits and successes of forging strong relationships with their local communities and elected officials and why their involvement is necessary

Task – evaluate available options for events and programs to satisfy core standards – ie candidate forums; linking to exiting webinars on political engagement, partnering with NJR, NAR and chamber and other outside industries

Strategy C3– CMCAR utilizes NAR and NJR’s resources to increase effectiveness of community outreach initiatives to engage the public’s understanding that our issues are their issues

Task - Workgroup to evaluate best practices of other associations for programs and events that can be incorporated for community outreach

Task - Ask members what community and charity organizations they are already participating in and just publicize that

Task - Community shred event and more programs we can easily accomplish

AREA 3 Political and Community Outreach

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CMCAR members embrace the importance of a culture for financially investing in the political process

Strategy D1 – In concert with NJR and NAR, CMCAR serves as a clearinghouse for issues that impact our local municipalities and identifies Realtor members who serve as a conduit for that information

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COMMUNICATIONS



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AREA 4

Communications

Cape May County Association of REALTORS® (CMCAR) has a systemized approach to effectively deliver accurate, timely and relevant information to its members and their communities

Strategic Objective A

CMCAR's members understand and appreciate the role and purpose of the association and its relevance to their personal business

Strategic Objective B

The public recognizes the positive image of Realtors and their commitment to protecting private property rights and improving the quality of life in our communities

AREA 4

Communications

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Strategy A1 – Members understand and appreciate the programs, products and services that CMCAR deliver

Task – Provide lists of all programs, products and services through website and social media outlets

Task – Consistently deliver information to members in the following areas: Government Affairs; RPAC, Community Outreach activities, Career Development opportunities, Association Involvement opportunities, Process of Mediation, Grievance and Arbitration

Strategy A2 – CMCAR communicates with its member audiences with messages that resonate with their business needs and in a manner they want to receive the information

Task – Identify the different audiences – Brokers/owners, managers, team leaders, business specialties, commercial members, property managers, newly licensed, top producers, etc

AREA 4

Communications

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Strategy 2A – CMCAR demonstrates a positive image of its members through its commitment to providing timely, accurate and relevant information to the public and area communities

Task – consider partnering with NAR’s House Logic to expand our public outreach efforts on our public facing website and engage/inform the public on issues that are important to our communities

Task – share info provided by NAR and NJR in all available media venues

Task – utilize members that are already involved in community and government boards, commissions, groups to disseminate that info

Task – REALTORS® MAKING A DIFFERENCE Campaign

Strategy 2B – CMCAR positively fortifies the positive image of its members by publically recognizing their community involvement and accomplishments in their communities

Task – use the talent database to identify members that are actively engaged in community outreach projects

Task – select at least 4 programs that CMCAR will actively participate

Task – publically celebrate the good works of our members and companies

