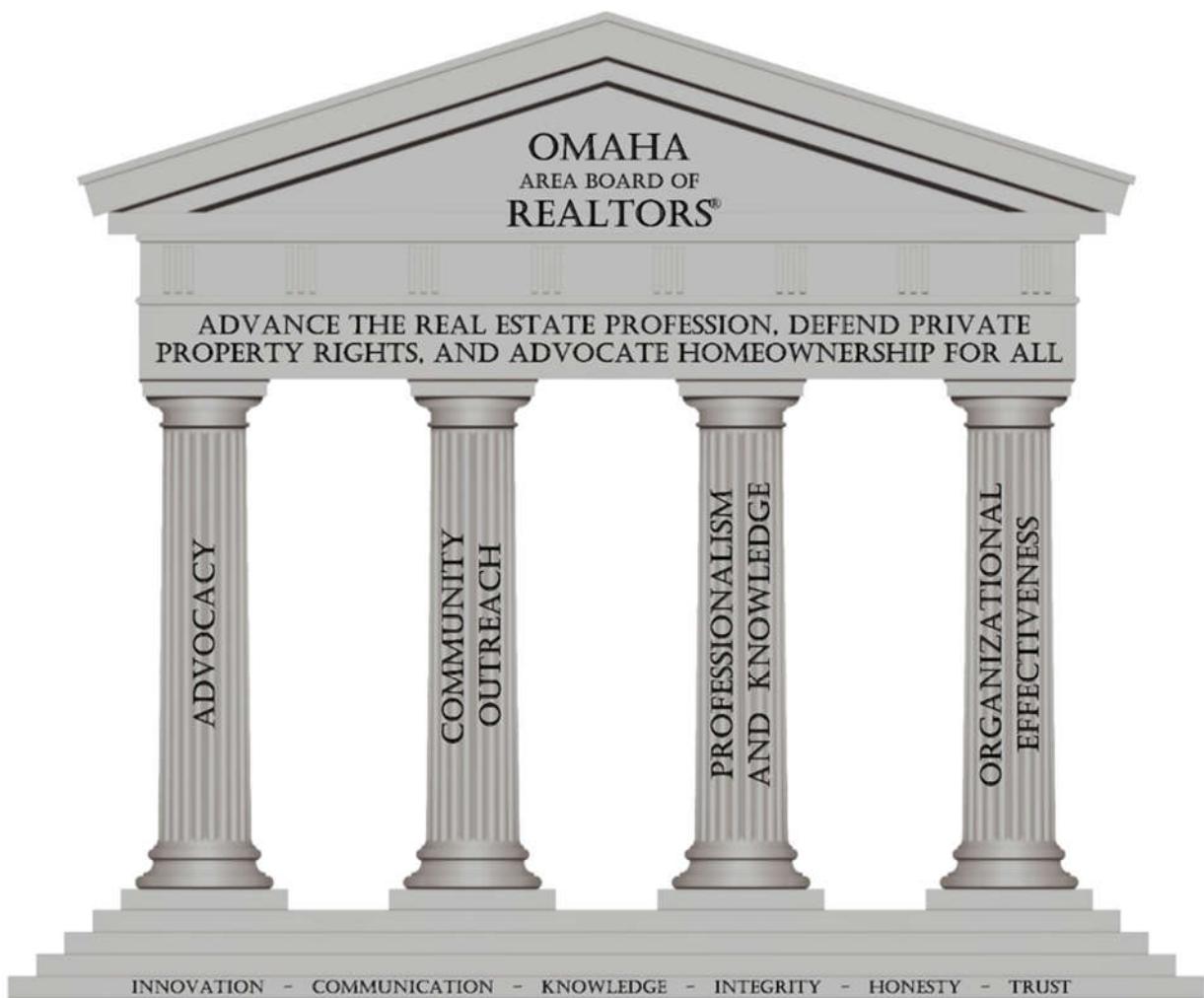


# OMAHA AREA BOARD OF REALTORS®

## 2023-2025 STRATEGIC PLAN



*The Strategic Plan is a working document of the Omaha Area Board of REALTORS®, which remains flexible and reactive to change. The plan supports a vision that translates into future organizational objectives to meet the defined mission.*

**OMAHA AREA BOARD OF REALTORS®  
2023-2025 STRATEGIC PLAN  
SEPTEMBER 26, 2022**

**THE OABR MISSION**

- ❖ Advance the real estate profession, defend private property rights, and advocate homeownership for all

**FOUR PILLARS OF STRENGTH**

- ❖ Advocacy
- ❖ Community Outreach
- ❖ Professionalism and Knowledge
- ❖ Organizational Effectiveness

**ORGANIZATIONAL VALUES**

- ❖ Innovation
- ❖ Communication
- ❖ Knowledge
- ❖ Integrity
- ❖ Honesty
- ❖ Trust

## 2023-2025 PILLARS

### I. Advocacy

- A. Support real estate ownership, economic expansion, job initiatives, and an overall political environment beneficial to the real estate industry by providing testimony and participating in lobbying efforts consistent with the OABR Public Policy
- B. Continue to engage a Governmental Affairs Director to coordinate advocacy efforts consistent with the OABR Mission:
  - 1. Monitor the local legislative and political environment and build positive relationships with elected and appointed officials
  - 2. Recruit and recommend REALTORS® or other individuals who support our Mission to fill positions in local and state government
  - 3. Recommend RPAC support and independent expenditures for local candidates using the established Governmental Affairs Committee process, which may include candidate surveys or interviews
  - 4. Solicit engaged members as NRA Legislative Political Coordinators
  - 5. Solicit local officials as speakers for committee meetings or expanded all-member “Face the REALTORS®” forums
  - 6. Engage all members to vote and respond to National, State, and Local “Call-for-Action” requests
  - 7. Distribute the NAR publication On Common Ground to key officials
- C. Build on the success of the Nebraska RPAC program:
  - 1. Amplify positive stories and educate members on the benefits of the RPAC program and the cumulative importance of their individual investments
  - 2. Include an RPAC request to all members with the annual dues billing
  - 3. Maintain an RPAC fundraising group that meets regularly to review goals and strategize fundraising at the local level
  - 4. Fund travel for RPAC fundraising leadership to attend essential State and National REALTOR® meetings
  - 5. Develop social or educational events that benefit RPAC
  - 6. Promote and expand recognition utilizing the OABR RPAC Hall of Fame for lifetime support by individual members; provide a special promotion to thank major investors and individuals who make investments at established donation tiers; annually, recognize all individual investors of \$50 or more

## **II. Community Outreach**

- A.** Promote the REALTOR® brand, and demonstrate the value of a REALTOR®
  - 1. Utilize NAR assets such as the “Riding with the Brand” promotion, “That’s Who we R” campaign, and the NAR Member Branding kit
  - 2. Promote the use of REALTORS® and the regional MLS, maintaining an organized, competitive marketplace promoting homeownership and wealth-building opportunities for all consumers
  - 3. Publish residential sales statistics under the REALTOR® brand, coordinating with the regional MLS to generate reports to the media and community leaders
  - 4. Provide media access to OABR leadership for interviews for additional information to augment statistics and give insight into current market trends
  - 5. Support the minority scholarship program and engage brokers and real estate educators to assist in recruiting candidates to the program
- B.** Strengthen the OABR Foundation in its Mission to help fund critical housing needs, provide scholarships for minorities working toward licensure and a career in real estate, underwrite scholarships for UNO real estate students, and support donations to special needs in the greater Omaha community:
  - 1. Effectively utilize \$100,000 total funding from OABR and GPRMLS Inc.
  - 2. Create a plan to increase charitable donations from members
  - 3. Continue to absorb the costs for staff time, accounting, and overhead to enable the Foundation to channel all revenue to its philanthropic efforts
- C.** Grow OABR’s influence in the business community and develop alliances with community groups or business coalitions that support mutually beneficial initiatives
- D.** Continue to align with the Greater Omaha Chamber of Commerce and support the Prosper Omaha 2.0 program at the \$10,000 level
- E.** Recruit REALTOR® volunteers to participate in identified community efforts
- F.** Explore additional community placemaking efforts

### **III. Professionalism and Knowledge**

#### **A. REALTOR® Code of Ethics**

1. Continue participation in the NRA regional professional standards process and provide access to arbitration and mediation services
2. Enforce the NAR mandatory training requirement
3. Hold members accountable to the Code of Ethics, promote its importance, and provide website access to the grievance process

#### **B. Fair housing and equal professional service**

1. Highlight the fair housing standards in the REALTOR® Code of Ethics
2. Require periodic fair housing education for all REALTOR® members as a condition of continued membership
3. Use NAR marketing assets to promote April as Fair Housing Month and to maintain a year-round focus on fair housing
4. Promote NAR's At Home with Diversity, Fairhaven: A Fair Housing Simulation, and Bias Override: Overcoming Barriers to Fair Housing
5. Encourage allegiance to the NAR Fair Housing Declaration
6. Maintain an updated list of affirmative steps taken by OABR that encourages fair housing and equal professional service

#### **C. REALTOR® Safety**

1. Promote the use of the FOREWARN app
2. Develop a new-member orientation segment on safe practices
3. Maintain a year-round focus on personal safety by sharing NAR safety resources, including best practices, written articles, and videos
4. Use NAR marketing assets to promote September as REALTOR® Safety Month

#### **D. Professional networking, education, and training**

1. Promote educational options for fair housing, ethics, safety, REALTOR® designation courses, WCR Business Success Forums, MLS training, and other real-estate-related instruction
2. Host meaningful networking opportunities for all members, membership segments, or specialty groups

3. Coordinate educational offerings with NRA and other associations for cross-promotion and scheduling efficiency, avoiding date conflicts and program duplication
4. Consider virtual programs to reach more REALTORS®
5. Consider presenting a fair housing course or a safety class utilizing the NAR grant programs to offset costs
6. Distinguish all REALTORS® with NAR-recognized designations or certification credentials
7. Provide a revised new member orientation that encompasses the bylaws and organizational details of the REALTOR® organization and MLS, the Code of Ethics, fair housing, and personal safety
8. Create a full event calendar similar to:
  - a. Twelve new member orientation classes (REALTOR® Code of Ethics, fair housing, safety, bylaws, and the organizational details of the Local, State, and National REALTOR® organization
  - b. Six social-networking events
  - c. Six OABR Academy (formerly KIP) sessions
  - d. Five Contract Friday CE sessions (odd months)
  - e. Five Finance Friday CE sessions (even months)
  - f. Three Face the REALTORS® programs
  - g. Two education for RPAC sessions
  - h. One business meeting program (August)
  - i. One YPN Tech Summit event (October)
  - j. One REcharge event (February)

## **IV. Organizational effectiveness**

### **A. Governance**

1. Remain flexible, open to new ideas, and reactive to change
2. The Executive Committee annually reviews the strategic plan and governance structure to pursue the stated objectives
3. Maintain functional committees and work groups that meaningfully engage volunteers and effectively utilize staff resources
4. Continually review and improve association programs and events
5. Encourage participation by actively recruiting diverse volunteers and aligning them with their interests
6. Recruit active volunteers into leadership roles
7. Fund OABR leadership to attend State and National REALTOR® meetings

### **B. Management**

1. Maintain a professional staff that demonstrates honesty and integrity
2. Establish and maintain a positive culture and a member-first mentality
3. Provide professional staff development opportunities, such as ASAE- or NAR-sponsored training and education, MLS- or technology-based training, and other industry education or job-skill training that serves to advance the association
4. Increase efficiency with automated systems, provide technical support and provide cost-effective communication tools
5. Retain competent legal counsel with an excellent understanding of real estate, association and corporate law, and current MLS issues
6. Effectively manage finances with a balanced budget and adequate reserves, follow investment policies and office procedures that protect organizational resources
7. Engage a CPA who produces accurate and understandable monthly statements, follows generally accepted accounting standards
8. Engage an outside audit firm for an annual audit of the association's financial statements and to prepare tax returns
9. Collaborate with the State and National associations; exceed the established core standards

**C. Communication**

1. Listen to members and be responsive
2. Utilize benchmarking surveys to measure satisfaction and effectiveness
3. Employ a storyteller to write day-by-day about association activities and events in a meaningful way, illuminating OABR's positive culture and history
4. Effectively channel information to increase the perceived value of membership

**D. Workspace**

1. Protect the value of the building by enhancing its overall condition with proper maintenance and updates
2. Provide efficient workspaces and maximize the benefit of the building space
3. Maintain the meeting rooms, and the education and training facilities for effective use
4. Utilize updated building technology, networking systems, computer hardware, and software
5. Perform an annual building safety review utilizing the Building Safety Committee to identify possible hazards and protect those who work at or visit the facility

**E. Support the marketplace infrastructure**

1. Assist and support the Great Plains Regional MLS LLC and Midlands Regional CIE LLC operations
2. Enhance relationships with nearby local associations and support efforts to expand the regional MLS, creating a less-fragmented marketplace for brokers, agents, and consumers
3. Demonstrate the advantages of REALTOR® membership for commercial practitioners and consider programming for the commercial segment, and collaborating with others across the region



*“Most people overestimate what they can do in one year and underestimate what they can do in ten years.” — Bill Gates*