



R I S E

REACH. INNOVATE . SERVE . ENGAGE

A R B O R
REALTORS®

EXECUTIVE SUMMARY

The ARBOR REALTORS® Strategic Plan is designed to ensure a united effort and measurable progress to achieve our mission through clear goals, objectives, and tactics.

The ARBOR REALTORS® Strategic Plan will be reviewed monthly to ensure the association's strategic goals are fully achieved. Progress to the strategic plan should be reported to the Board of Directors regularly as a means of accountability and ongoing focus.

For the strategic plan to become embedded in the culture of the association, the plan must be deployed in a manner that fosters support and commitment from all stakeholders, including staff, committees, members, and leadership. Under the direction of the Board of Directors and the CEO, the ARBOR REALTORS® Strategic Plan provides the framework for transforming the association and making the vision a reality for ARBOR's members today, and in the future.

The following strategic plan will be the focus of ARBOR REALTORS® throughout 2025, 2026, and 2027. This plan was facilitated by involving stakeholders at all levels to ensure that the plan meets the needs of the future.

By the 3rd quarter of 2027, ARBOR REALTORS® will be facilitating new strategic planning sessions to plan new strategies for the association.

This plan helps ARBOR REALTORS® continue to comply with NAR Core Standards, and our RISE goals of Reach, Innovate, Serve, and Engage all members, the communities we serve, and the real estate industry at large.

ARBOR REALTORS® MISSION:

To provide members with resources, programs, and services necessary to conduct a professional and successful business; to promote a positive REALTOR® image within the community; and to be the voice of real estate through advocacy of real property rights.

STRATEGIC PRIORITIES

The 2025-2027 strategic plan has four main strategic priorities:

1. **REACH** the community, consumers, and elected officials in an engaging manner.
2. **INNOVATE** in our daily operations, in our course offerings, and in our member benefits.
3. **SERVE** our communities and members effectively.
4. **ENGAGE** our members by ensuring that their individual needs are met.

Each key area lists the goal, and several strategies and tasks to help accomplish the goal, and which committees and various stakeholders play a central role in our success.

Success will be measured through Board of Director and Executive Committee review, staff feedback, membership growth, committee participation and activities, member engagement and growth, and adherence to NAR Core Standards, as noted in the plan.

REACH

GOAL 1. INCREASE MEMBERSHIP BY 10% THROUGH RECRUITING & REGIONAL OUTREACH

- Invite top-producing non-members to participate in regional top producer panels to target membership recruitment and engagement.
- Develop incentives to encourage current members to recruit new agents through referrals.
- Launch "Grow Your Own" program to attract individuals new to real estate. Utilize "Student Member" membership as outline in ARBOR's Bylaws.
- Host recruitment events highlighting membership benefits.
- Create a series of marketing materials promoting ARBOR membership advantages.
- Conduct outreach to real estate students at local educational institutions.

GOAL 2. EXPAND COMMUNITY PARTNERSHIPS BY 10 ORGANIZATIONS PER YEAR

- List current partnerships and provide "Community Membership" privileges as outlined in ARBOR Bylaws.
- Establish collaborations with local nonprofits, sports teams, and large employers.
- Launch ARBOR-led coalition addressing local housing challenges and meet bi-annually.
- Develop joint initiatives with community housing authorities.
- Facilitate workshops with large local employers, such as independent school districts, targeting first-time homeowners.
- Collaborate with HR departments to integrate housing information into employee resources.

GOAL 3. LAUNCH CONSUMER PROTECTION & OUTREACH CAMPAIGNS

- Launch campaigns addressing scams and fair housing issues.
- Host public seminars on consumer protection topics.
- Distribute quarterly consumer protection guides via social media.
- Partner with local media for regular consumer education segments.
- Create engaging social media content to educate the public.
- Develop a financial literacy program for local high school students. Recruit ARBOR members to present at schools.
- Develop and launch a TAD appeals process and resource guide.
- Launch a consumer "Home Tax Exemption" education campaign.

GOAL 4. ENGAGE LOCAL OFFICIALS

- Provide real estate training for elected officials and city staff.
- Schedule annual housing policy briefings with local officials.
- Provide NAR's On Common Ground publication to local elected officials.
- Create tailored communication materials for city leadership.
- Engage specifically with elected officials from Ellis and Hill Counties.
- Develop agent-focused advocacy workshops for housing rights.
- Explore candidate interview processes to strengthen relationships with officials.
- Develop Grass-roots network ready to respond to CFA and issue review.

INNOVATION

GOAL 1. Increase Technology Integrations at All Levels

- Explore live-chat integration on website.
- Provide staff (and member) training to effectively utilize AI tools.
- Assemble team for mobile app development exploration.
- Log all member interactions in AMS for quarterly analysis and trend identification.
- Transition staff to laptops so office work can mobilize when needed.

GOAL 2. PRODUCE PUBLIC PROMOTION CAMPAIGNS

- Produce consumer-facing educational videos distributed on ARBOR app and social media.
- Utilize targeted social media advertising (e.g., Meta platforms, whiteboard content).
- Incorporate educational resources into ARBOR's website and mobile app.
- Develop a robust video channel with regular content updates.
- Evaluate analytics quarterly to refine content strategy.

GOAL 3. RESEARCH AND IMPLEMENT MEMBER ENGAGEMENT TOOLS

- Develop easy-to-use digital calendar integrated into ARBOR communications.
- Offer push notifications and alert messaging through digital platforms.
- Conduct regular member surveys to assess technology needs.
- Log member contacts in AMS for trend analysis and support improvement.
- Establish texting protocols and deployment process.

GOAL 4. EXPLORE NON-MEMBER MLS INTEGRATION

- Conduct market research to identify potential benefits and member concerns.
- Develop pilot integration programs to gauge effectiveness and feasibility.
- Regularly communicate integration progress and results to membership for transparency.

GOAL 5. ADOPT EDUCATIONAL INNOVATION

- Integrate interactive technology, like a digital whiteboard, for consumer education campaigns.
- Offer soft and hard skills training to all members.
- Offer real estate training workshops for elected officials and city staff, particularly focusing on Arlington, Ellis, and Hill Counties.

SERVE

GOAL 1. CREATE MEMBER RECOGNITION PROGRAMS

- Regularly spotlight member accomplishments via ARBOR's channels.
- Launch NAR REALTORS® are Good Neighbors awards program.
- Publish an annual member achievement in annual report.
- Create shout-outs on social media for member milestones.
- Launch the Excellence in Real Estate Award previously developed.

GOAL 2. DEVELOP COMMUNITY & CONSUMER ENGAGEMENT OPPORTUNITIES

- Develop and launch REALTOR Action Day (RAD) to serve local communities.
- Launch fair housing consumer education campaigns.
- Assemble care packages for deceased members' families.
- Host International Fest annually to celebrate diversity.

GOAL 3. EXPAND EDUCATIONAL & TRAINING COURSE OFFERINGS

- Explore pre-licensing school opportunities and conduct feasibility study.
- Offer specialized PD/non-CE classes (business, finance, leadership).
- Develop mentorship programs for new and struggling agents.
- Provide specialized training for small brokers.
- Explore offering scholarships for members to achieve professional certifications.
- Become self-sufficient in providing education by securing a Center for REALTOR® Development license.
- Become an approved TREC provider.

GOAL 4. INCREASE AGENT & BROKER SUPPORT

- Offer resources and mentorship for small brokerage owners.
- Conduct regular educational and support sessions for brokers.
- Launch broker peer group meetings (roundtable/mastermind).
- Host regular lunch and learn events for non-CE professional development.
- Implement a mentorship program matching experienced agents with those struggling professionally.
- Develop and offer resources specifically aimed at reviving stalled real estate careers.
- Monitor agent performance to proactively identify pain spots for agent groups.
- Explore mobile office tour (store, membership, MLS, and advocacy).

ENGAGE

GOAL 1. INCREASE BROKER ENGAGEMENT OPPORTUNITIES

- Establish a broker advisory group with rotating listening sessions.
- Schedule monthly office visits for face-to-face broker interactions.
- Launch a Broker-to-Broker roundtable series.
- Send personalized monthly notes to brokers.
- Offer specialized broker leadership training courses.
- Expand Ellis-Hill County broker outreach initiatives.

GOAL 2. DEVELOP MEMBER RETENTION & ENGAGEMENT PROGRAMS

- Implement mentorship programs pairing experienced agents with new members.
- Create educational how-to videos accessible online.
- Survey members annually to identify retention opportunities and improvements.
- Launch regional discounts for ARBOR members (e.g., dry cleaning, local business discounts).
- Create a structured Navigator Series for professional growth and retention.
- Continue to host TRLP; consider quarterly payments from participating ARBOR members.
- Expand "Road to Leadership" information on website.
- Create new leadership opportunities for members.
- Expand networking opportunities through annual events, educational workshops, and specialized retreats.

GOAL 3. INCREASE EVENT & PROGRAM PARTICIPATION

- Increase Bingo participation by 50% through targeted marketing.
- Host non-CE Lunch and Learn sessions.
- Initiate agent participation challenges for TREPAC.
- Provide professional refresh programs for agents at various career stages.
- Perform annual member surveys and incentivize survey completion through postcard outreach.



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