



MISSION

Advancing the right for real property for all.

VISION

LAAR will serve the membership and provide educational opportunities to enable the members to be an integral and ethical part of the real estate industry in their respective communities.

I. MEMBER ENGAGEMENT

Goal 1: Improve members' involvement in the association.

- A. Committees:
- Actively encourage Broker participation in getting volunteers.
 - Present results of committee work on social media, newsletter, etc.
 - Implement a contest for new social media followers.
 - Share videos with membership of committee events and activities.
- B. Events:
- Committee members support their events and commitment to be present.
 - Leadership Support-Lead by Example.
 - Hold events in different locations.
- C. Mentoring New Members
- Utilize the YPN Committee to do outreach to new members.

Goal 2: Understand the value of Professional Development

- A. Promote the value of education classes, not just CE.
- B. Offer more classes at no charge to members as a member benefit.
- C. Begin a "Did You Know" series with videos and/or newsletters. The focus will be on professionalism. Examples of topics are applying ethics and legal FAQs.

Goal 3: Communicate the value and benefits of being a member of the association.

- A. Identify the benefits available.
- Local- i.e. no additional-cost CE classes, average cost of free education, using space in LAAR building.
 - State
 - National
- B. Search/Develop other benefits to offer members.
- Visit local businesses that may offer discounts to members.
- C. Share informative videos (i.e. State of Real Estate videos formatted as a newscast) to promote market statistics and trends.

Goal 4: Provide information and education (including RPAC) to principal brokers.

- A. Send monthly newsletter to Brokers from the President with association information.
- B. Leaders of the association should set an example of involvement for brokers. Leaders are required to attend one LAAR event per quarter.
- C. Create packets for new brokers with association information.
- D. Ensure there is a relevant agenda for each meeting.
- E. Conduct a broker survey.
- What information do you want to know?
 - How is your business going?
 - What keeps you up at night?
 - Do you serve in a public office (i.e. city councils, etc.

II. LEADERSHIP

Goal 1: Increase leadership connection with members.

- A. Lead by Example- Board of Directors should try to engage with the members so that they know who they are.
- B. The CEO and Board members will offer to visit members offices' sales meetings to talk with members.
- C. Monthly newsletter from President geared to brokers.
- Provide feedback from members regarding their needs.

III. ADVOCACY

Goal 1: LAAR will stay informed of legislative issues that affect the real estate industry.

Goal 2: LAAR will be proactive in identifying issues that affect the real estate industry.

- A. Ask LAAR members to bring issues to the Legislative/RPAC Committee.
- B. LAAR will attend local and state meetings as needed to gather information on issues.

Goal 3: LAAR will focus more on candidate engagement.

- A. The RPAC Committee will conduct candidate interviews.

Goal 4: Increase RPAC Participation

- A. Increase awareness of RPAC by educating members on the REALTOR® Party.
- B. Hold Major Investor events to increase the number of major investors.
- C. Encourage members to "up" (increase) their investments.

Goal 5: Continue to refer to RPAC as an investment and not a donation.

Strategic Plan 2025-2027