

**EGYPTIAN BOARD OF REALTORS, INC.
STRATEGIC PLAN
2023-2025**

EBOR OFFICERS

***Mark Terry, Immediate Past Pres.
Paul Coons, President
Suzanne Wood, President Elect
Teresa Camarato, Sec./Treas.
Charay Palmer, Association Executive***

COMMITTEE MEMBERS

***Stewart Weisenberger, Chairman
Paula Arpasi
Cynthia Bevis
Melanie Hampton
Gary Woodard***

Vision: To be an Association of Excellence, providing true value to all members and the public we serve.

Mission: Our Mission is to encourage and promote the Pride of Home Ownership to Consumers and to demonstrate the Standards and Value of using a Realtor® and the services they provide.

Communications

1. *Ensure and explore methods of delivery of information to all membership*
2. *Format information in a condensed manner*
3. *Provide a better explanation of dues*
4. *General Memberships Treasurer Report should be available at General Membership Meetings and presented by the Treasurer*
5. *Provide as much transparency to information as possible*
6. *Explore ways to improve and enhance the website*
7. *Always be open to change and new ideas*
8. *Cross train staff in all areas in order to better serve the membership.*

OPERATIONAL EXCELLENCE

1. *Embrace the understanding that to survive and thrive in this environment, we must be not only open and adaptable but also courageous enough to make the right choices*
2. *Present educational speakers to the General Membership that provide information that is relevant to our industry*
3. *Directors to provide updates from meetings, seminars, and workshops that are attended*
4. *Enhance and encourage participation at all levels*
5. *AE annual review to include all officers in accordance with HR guidelines*
6. *Proactively involve and/or recruit, from the "outer areas" of the 27 counties, thereby increasing focus on those agencies*
7. *Consider assigning new members to committees versus waiting for them to sign up*
8. *Cross train staff in all areas in order to better serve the membership*
9. *Board and staff to monitor upcoming changes in technology and new products and tools*
10. *Emphasis on Consumer Privacy*
11. *Develop a schedule to review contracts and forms*

EDUCATION & LEADERSHIP DEVELOPMENT

1. *Board to provide education and tools on safety in working with clients, showing properties, and using Sentrilock*
2. *Continue annual Ed/Tech Training Day*
3. *Set aside an "Annual Education Month" involving Ed/Tech*
4. *Continue to offer CE*
5. *Board to send representatives to NAR leadership programs*
6. *Continue to engage and recruit more diverse members for association leadership; explore a combination of social and educational events to keep membership involved*
7. *Participate in Community Events.*

8. *Directors to give updates on information gained from attending various meetings, programs, and seminars, as a way of developing speaking skills*
9. *Connect with high school classes*
10. *Training on working with one another to promote a more cohesive working environment*
11. *Training on how to relate to clients and develop healthy working relationships*
12. *General Membership meetings that cover short subjects (e.g. value of giving feedback and returning phone calls to agents and clients)*
13. *Take advantage of any IR & NAR training*
14. *Promote Consumer Privacy*
15. *Promote better relationships by bringing programs into brokerages that are out of the immediate area*

COMMUNITY OUTREACH

1. *Develop-Continue relationship with Southern Illinois Coalition for the Homeless*
2. *Continue Christmas for Homeless Children in connection with SICH.*
3. *Make members aware of "Habitat for Humanity" opportunities and other opportunities to serve in their community.*
4. *"Power Point" presentations with stats, for presentation to various organizations and clubs. "Tell Our Story"*
5. *"Annual Report" to the public of advocacy successes and community efforts and make available through social media and other public outlets.*
6. *Board should be an Advocate on issues affecting real estate, business development, property rights and community development.*
7. *Work in a bipartisan manner with local elected officials to ensure REALTOR interests are heard at every level of government.*
8. *Encourage member involvement and create a "culture of Investment" in Midyear Meetings, Capitol Conference, and other necessary meetings.*
9. *Encourage involvement in "Calls for Action" at the Federal, State and Local levels*
10. *Facilitate positive community development by utilizing REALTOR Party resources and grants.*
11. *Be involved in Job Fairs*
12. *Increase opportunities to be a resource to the community through education, awareness, and consumer protection activities*

TECHNOLOGY

1. *Annual technology day (Ed/Tech)*
2. *Improve and maintain an up-to-date website that provides timely information for members and consumers*
3. *Use "Zoom" or other teleconference system for committee and/or taskforce meetings*
4. *Record Membership Meetings*

DIVERSITY

1. *The Association will promote and continue implementation of the NAR Diversity, Equity, and Inclusion initiatives.*
2. *The Association will follow the guidelines presented in the NAR Actionable Roadmap for Local Association Diversity and Inclusion.*

Strategic Plan Certification

This Strategic Plan includes Advocacy and Consumer Outreach components and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.



EBOR President's Signature

June 20, 2023

Date



EBOR President Elect's Signature

15 June 2023

Date



EBOR Association Executive's Signature

June 8, 2023

Date