



NSBAR

**NORTH SHORE-BARRINGTON
ASSOCIATION OF REALTORS®**

Cultivating a dynamic and agile real estate community by delivering robust resources & opportunities for growth — one Member at a time.



NSBAR

**NORTH SHORE-BARRINGTON
ASSOCIATION OF REALTORS®**

Values:

Transparency — open & honest

Agility — dynamic & adaptable

Integrity — truthful & authentic

Community — building through diversity & inclusivity

Personalized Service — member-centered, boutique culture

NSBAR Strategic Plan

| Themes | FY2021 | FY2022 | FY2023 |
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| <p>Member Services</p> | <ol style="list-style-type: none"> 1. Create a satisfaction survey for all organization members to determine a) the top-rated existing services/resources and b) ideas for new or enhanced services. Create plans to continue the high rated services and develop new/enhanced services 2. Upgrade the NSBAR Store into the NSBAR Boutique, which includes but is not limited to resources, a business center, and a technology bar 3. Create a new, 3-year Education/Professional Development plan to support the initiatives and direction of the FY21-FY23 strategic plan, including but not limited to continuing and expanding podcasts and virtual learning; sales skill programs; expanded offerings in commercial; leadership skills; new member mentorship and committee chair skills 4. Create the NSBAR Luxury Program 5. Create a comprehensive plan to better serve commercial realtors which may include a strategic partnership or merger with the Northern Illinois Commercial Association of Realtors (NICAR) | <ol style="list-style-type: none"> 1. Implement the action plans developed from the satisfaction survey 2. Continue to implement and enhance the NSBAR Boutique 3. Implement the Education/Professional Development action plan 4. Continue to implement the NSBAR Luxury Program 5. Implement the action plan to better serve commercial realtors 6. Create a comprehensive Communication Plan designed to continue and enhance current efforts to communicate both internally and externally, including but not limited to: streamlining and targeting communications; proactively sharing progress on goals from the FY21-FY23 strategic plan; outreach to the many diverse community groups; organizational transparency; and maintaining a state-of-the-art web site | <ol style="list-style-type: none"> 1. Continue to implement the action plans from the satisfaction survey and evaluate their effectiveness 2. Continue to implement the NSBAR Boutique and evaluate its effectiveness 3. Continue to implement the Education/Professional Development action plan and evaluate its effectiveness 4. Continue to implement the NSBAR Luxury Program and evaluate its effectiveness 5. Continue to implement the action plan to better serve commercial realtors and evaluate its effectiveness 6. Implement the Communication action plan and evaluate its effectiveness |

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| <p>Outreach & Growth</p> | <ol style="list-style-type: none"> 1. Create a comprehensive Member Outreach program that includes but is not limited to: creation of a member and community outreach department; face-to-face visits with members and board; organization of cluster meeting by geography; increased involvement/training for board committees and outreach to minority realtors 2. Create a detailed plan to increase overall membership, as well as diversity representation 3. Investigate and when appropriate, pursue opportunities to merge or strategically partner with other organizations | <ol style="list-style-type: none"> 1. Implement the Member Outreach action plan 2. Implement the action plan to increase overall membership, as well as diversity representation 3. Continue to explore merger and partner opportunities 4. Create a comprehensive Community Outreach program that includes but is not limited to: creation of a member and community outreach department; outreach to minority firms and organizations; outreach to new businesses; development of a strategic partner program; pursuit of corporate partnerships and enhanced philanthropic activities 5. Proactively position NSBAR as a trusted resource and partner for an array of interrelated communities within our market footprint, including the REALTOR® community at large; our local towns and villages; and the general business community throughout the North Shore and Northwest Suburban areas. | <ol style="list-style-type: none"> 1. Continue to implement the Member Outreach action plan and evaluate its effectiveness 2. Continue to implement action plan to increase overall membership, as well as diversity representation, and evaluate its effectiveness 3. Continue to explore merger and partner opportunities 4. Implement the Community Outreach action plan and evaluate its effectiveness |
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| <p>Compelling Advocacy</p> | <p>1. Review past advocacy efforts by the organization to determine the effectiveness of previous plans. Develop a long-range plan to expand the influence and voice of the organization at the local, state and federal levels, including but not limited to: increasing the number of major investors in RPAC; engagement with municipal leaders; social events to better communicate NSBAR programs/positions and implementation of enhanced communication efforts to assist in advocacy</p> <p>2. Continue strong and consistent support for the protection of private property rights</p> | <p>1. Implement the Advocacy action plan</p> <p>2. Continue strong and consistent support for the protection of private property rights</p> | <p>1. Continue implementing the Advocacy action plan and evaluate its effectiveness</p> <p>2. Continue strong and consistent support for the protection of private property rights</p> |
| <p>Leadership</p> | <p>1. Create a comprehensive Membership Integration and Leadership Development program that includes but is not limited to identification/recruitment of future leaders; formal mentorship; education/training opportunities; and representation in state and national organizations</p> <p>2. Create a NSBAR Charitable/Philanthropic Program</p> | <p>1. Implement the action plan for the Membership Integration and Leadership Development program</p> <p>2. Continue implementing the NSBAR Charitable/Philanthropic Program</p> <p>3. Create a leadership secession plan for all levels of the NSBAR organization</p> | <p>1. Continue implementing the Membership Integration and Leadership Development program and evaluate its effectiveness</p> <p>2. Continue implementing the Charitable/Philanthropic Program and evaluate its effectiveness</p> <p>3. Continue following the leadership secession plan</p> |

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| <p>Operations</p> | <ol style="list-style-type: none"> 1. Continue to operate NSBAR in a manner that maximizes its adaptability/agility during times of change 2. Maintain superior services in the area of technology support and develop a plan to remain state-of-the-art in areas that include but are not limited to: wide variety of forms and online resources; security; Cloud storage; virtual learning and educational formats and web design 3. Continue managing finances with integrity and efficiency; utilize the new financial reporting tool to assure transparency 4. Explore additional non-dues revenue sources such as corporate sponsorships | <ol style="list-style-type: none"> 1. Continue to operate NSBAR in a manner that maximizes its adaptability/agility during times of change 2. Implement action plans to remain state-of-the-art tech services 3. Continue managing finances with integrity and efficiency; utilize the new financial reporting tool to assure transparency 4. Continue to explore additional non-dues revenue sources such as corporate sponsorships 5. Conduct an assessment of NSBAR facilities with an emphasis on both current and future needs as defined by the new FY21-FY23 strategic plan. Develop a plan to provide optimum facilities for NSBAR into the future | <ol style="list-style-type: none"> 1. Continue to operate NSBAR in a manner that maximizes its adaptability/agility during times of change 2. Continue to implement action plans to remain state-of-the-art tech services and evaluate effectiveness 3. Continue managing finances with integrity and efficiency; utilize the new financial reporting tool to assure transparency 4. Continue to explore additional non-dues revenue sources such as corporate sponsorships 5. Implement long-range facilities action plan |