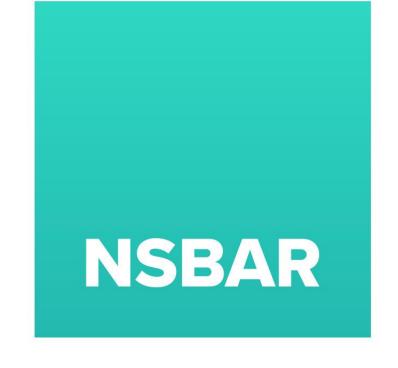
## **NSBAR**

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.



Values:

Transparency — open & honest

**Agility** — dynamic & adaptable

**Integrity** — truthful & authentic

**Community** — building through diversity & inclusivity

Personalized Service — member-centered, boutique culture

NORTH SHORE-BARRINGTON ASSOCIATION OF REALTORS®

## **NSBAR Strategic Plan**

Themes	FY2021	FY2022	FY2023
Member Services	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> <li>Implement the action plans developed from the satisfaction survey</li> <li>Continue to implement and enhance the NSBAR Boutique</li> <li>Implement the Education/Professional Development action plan</li> <li>Continue to implement the NSBAR Luxury Program</li> <li>Implement the action plan to better serve commercial realtors</li> <li>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</li> </ol>	<ol> <li>Continue to implement the action plans from the satisfaction survey and evaluate their effectiveness</li> <li>Continue to implement the NSBAR Boutique and evaluate its effectiveness</li> <li>Continue to implement the Education/Professional Development action plan and evaluate its effectiveness</li> <li>Continue to implement the NSBAR Luxury Program and evaluate its effectiveness</li> <li>Continue to implement the action plan to better serve commercial realtors and evaluate its effectiveness</li> <li>Implement the Communication action plan and evaluate its effectiveness</li> </ol>

## 1. Create a comprehensive Member 1. Implement the Member Outreach 1. Continue to implement the Member Outreach program that includes but Outreach action plan and evaluate its action plan is not limited to: creation of a effectiveness member and community outreach 2. Implement the action plan to department; face-to-face visits with increase overall membership, as well as 2. Continue to implement action plan to increase overall membership, as members and board; organization of diversity representation well as diversity representation, and cluster meeting by geography; 3. Continue to explore merger and evaluate its effectiveness increased involvement/training for board committees and outreach to partner opportunities minority realtors 3. Continue to explore merger and Outreach 4. Create a comprehensive Community partner opportunities & Growth Outreach program that includes but is 2. Create a detailed plan to increase overall membership, as well as not limited to: creation of a member 4. Implement the Community Outreach action plan and evaluate its diversity representation and community outreach department; effectiveness outreach to minority firms and organizations; outreach to new 3. Investigate and when appropriate, businesses; development of a strategic pursue opportunities to merge or strategically partner with other partner program; pursuit of corporate partnerships and enhanced organizations 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.

Compelling Advocacy	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  2. Continue strong and consistent support for the protection of private property rights	Implement the Advocacy action plan     Continue strong and consistent support for the protection of private property rights	<ol> <li>Continue implementing the Advocacy action plan and evaluate its effectiveness</li> <li>Continue strong and consistent support for the protection of private property rights</li> </ol>
Leadership	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  2. Create a NSBAR Charitable/Philanthropic Program	<ol> <li>Implement the action plan for the Membership Integration and Leadership Development program</li> <li>Continue implementing the NSBAR Charitable/Philanthropic Program</li> <li>Create a leadership secession plan for all levels of the NSBAR organization</li> </ol>	<ol> <li>Continue implementing the Membership Integration and Leadership Development program and evaluate its effectiveness</li> <li>Continue implementing the Charitable/Philanthropic Program and evaluate its effectiveness</li> <li>Continue following the leadership secession plan</li> </ol>

	1. Continue to operate NSBAR in a manner that maximizes its adaptability/agility during times of change	1. Continue to operate NSBAR in a manner that maximizes its adaptability/agility during times of change	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	2. Implement action plans to remain state-of-the-art tech services	2. Continue to implement action plans to remain state-of-the-art tech services and evaluate effectiveness
Operations	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	3. Continue managing finances with integrity and efficiency; utilize the new financial reporting tool to assure transparency
	3. Continue managing finances with integrity and efficiency; utilize the new financial reporting tool to assure	4. Continue to explore additional non- dues revenue sources such as corporate sponsorships	4. Continue to explore additional non- dues revenue sources such as corporate sponsorships
	transparency  4. 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	5. Implement long-range facilities action plan