



2023–2025 Strategic Plan

Setting the P.A.C.E. of Real Estate in the Memphis Area

PROMOTE

Goal 1: Promote a culture that actively celebrates past accomplishments of the Memphis Area Association of REALTORS®, while recognizing and acting on the need to depart from the status quo and adapt to the future needs of members.

This goal is measured by (1) growth pace in comparison to the growth of (a) neighboring associations, (b) of the MLS and (c) licensees in the geographic area and (2) results as measured by pass rates/voting ratios of stakeholders.

Goal 2: Promote an environment wherein MAAR's Commitment to Diversity & Inclusion is realized in words, actions and results.

This goal is measured by an approximate parity at all levels of volunteer and staff involvement in comparison to Association demographics.

Goal 3: Promote the Association's advocacy and governmental affairs efforts by demonstrating the effectiveness of MAAR's ability to be the Voice of Real Estate in the Memphis area.

This goal is measured by (1) annual year-over-year survey results of the membership that demonstrate an increasing percentage of members aware of governmental affairs activity; (2) (a) meeting RPAC dollar goal, (b) increase in RPAC participation rate and (c) increase in number of Major Investors and (3) (a) supporting current REALTOR® Champion elected officials and (b) educating and encouraging members to run for elected office.

Goal 4: Promote the MAAR MLS and MAARdata as the premier source of real estate information in the Memphis area.

This goal is measured by (1) growth in MLS participants/subscribers; (2) increased member use of MAARdata and (3) external MLS desiring cooperation or merger.

ADAPT

Goal 1: Seize opportunities for MAAR and our residential and commercial members to capitalize on the creation of Ford Blue Oval City.

This goal is measured by (1) increase in MLS market share in Haywood and surrounding counties and (2) MAAR taking public role in becoming the champion of real estate promotion in the Blue Oval City geographic area.

Goal 2: Leadership education about the changing environment around MLS, including NAR MLS Best Practices, understanding of CMLS direction, understanding of opportunities and strategies for mergers, acquisitions, growth and enhancement.

This goal is measured by (1) reports to the Board of Directors and MLS Committee including evaluation of, and suggested activities related to, (a) NAR MLS Best Practices and (b) CMLS direction and (2) staff and leadership demonstrated understanding of opportunities for mergers, acquisitions, growth and enhancement.

Goal 3: Re-strategize and elevate the sophistication of communication efforts to (1) create efficiency around the delivery of communications; (2) ensure proper resources are available and utilized; (3) messaging channels are relevant to the various subsets of membership.

This goal is measured by (1) analytical data from open/ read/click through/ impressions/ followers statistics and (2) increase in response from communication with a related call to action.

Goal 4: Constantly scan the changing market to understand how it affects what the members need now and in the future, membership count/ attrition/ retention, Commercial Brokers and our Affiliate members' businesses.

This goal is measured by (1) membership count and statistics and (2) increase in engagement and participation in classes, events and committee work.

COMPETE

Goal 1: Compete for the real estate licensee's (residential and commercial) choice in local association affiliation.

This goal is measured by (1) an increase in membership and (2) growth in comparison to the growth of (a) neighboring associations, (b) of the MLS and (c) licensees in the geographic area.

Goal 2: Compete for MAAR MLS and MAARdata relevance, participation, contributing Appraisers and market share.

This goal is measured by (1) increase in MLS participants/subscribers; (2) increased member use of MAARdata; (3) increase in number of MAARdata contributing appraisers; (4) datashare, cooperation, merger or acquisition with external MLS(es) and (5) increase in MAAR MLS and MAARdata data sourcing in public media/government/organization distributions.

Goal 3: Compete for members and non-members to attend MAAR Education Foundation courses and understand MAAR is the top resource and provider for their education.

This goal is measured by (1) increase in number of members taking courses; (2) increase in market share of education delivery and (3) annual year-over-year survey results of the membership that demonstrate an increasing percentage of members aware of the MAAR Education Foundation and course offerings.

ENGAGE

Goal 1: Engage members by delivering and communicating MAAR benefits and services.

This goal is measured by (1) an increase in member utilization of MAAR benefits and services and (2) annual year-over-year survey results of the membership that demonstrate an increasing percentage of members aware of MAAR benefits and services.

Goal 2: Engage members by evolving the creation and delivery of MAAR communication assets.

This goal is measured by (1) analytical data from open/ read/click through/ impressions/ followers statistics; (2) increase in response from communication with a related call to action and (3) increased interactions/ shares /comments on social media assets.

Goal 3: Engage membership by ensuring the governance structures of the Association, its Foundations and subsidiaries create equal access to leadership opportunities.

This goal is measured relative parity among leadership positions in comparison to Association demographics.

Goal 4: Engage the public that MAAR is the Voice of Real Estate in the Memphis area.

This goal is measured by (1) a demonstrated connection between and (2) a reliance on the Association and government/ civic/ media/ community partners in the Memphis area.

Goal 5: Engage Brokers/Managers in their Association.

This goal is measured by (1) increased involvement/ participation in Association activities from the Brokerage community as a whole; (2) results as measured by pass rates/voting ratios of stakeholders and (3) annual year-over-year survey results of the membership that demonstrate an increasing percentage of Brokers/Managers who are aware of/ utilize/ participate in MAAR benefits and services.