

Strategic Plan 2023-2025

Growing central Louisiana through camaraderie, education, and development of future leaders in real estate.



COMMUNICATE

1. Video testimonials from members of rural communities regarding impact of MLS and how it has impacted their business.
 - Blast video testimonials to membership.
2. Expand use of social media through a specific social media plan.
 - Explore hiring a dedicated social media resource.
3. Position the value of volunteer leadership to members.



ENGAGE

1. Research and implement reward system that provides a tangible benefit that makes it fun to participate with the association.
 - Provide member perks such as “Forewarn” to increase engagement and demonstrate member value.
2. Conduct a member survey focused on member engagement, experience, and expectations.
3. Implement listening tours with brokerages and post results on social media platforms.
4. Poll members regarding their preferred activities to obtain buy-in for attending.
5. Reduce unnecessary committee meetings and use task forces selectively.



DEVELOP

1. Upgrade office technology to maintain competitiveness.
2. Explore non-dues revenue opportunities, such as rider inventory and association swag.
3. Utilize consultants for areas of specialized expertise.
4. Review SWOT and tackle each area section by section to remain current and relevant.
5. Provide financial advising for agents quarterly, for example, “Your Guide to Wealth: How to Keep More of Your Money”.



SUSTAIN

1. Update policies, procedures and bylaws to stay ahead of changes for future generations.
2. Maintain solid financial position.
3. Establish committee or task force for mentoring and recruit future leaders to ensure sustainability of association.
4. Ensure diversity and inclusion in all association endeavors.
5. Build a Young Professional Network with targeted activities.
6. Participate in job fairs at high schools to attract future REALTORS®.
7. Establish process to identify future leaders.
8. Meet Core Standards annually.



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STRENGTHS

- People/members
- People who care
- Association Executive/Staff
- Camaraderie
- State and National association support & relationship
- Budgeting and money management
- Professional and institutional knowledge
- Accessibility
- Respectful of time commitments
- Education

WEAKNESSES

- Communication – bury heads in sand regarding growth
- Lack of member participation in events
- Association value not promoted enough to public and members
- Member scale: small numbers for our representation; parishes are rural, scope of MLS costs is higher per member
- Not enough non-MLS revenue
- Lack of checks and balances
- Lack of diversity
- Time management could be better
- Member engagement
- Volunteer burnout
- In a regional bubble with underserved areas
- Members communicating negative experiences impedes change, growth and member perception

OPPORTUNITIES

- Increase diversity in board including age and experience levels
- Communicate more about good experiences to enhance perception
- Expand services to outlying areas
- Have affiliate adoption process—grow affiliate members
- Video marketing of upcoming events, summarizing meeting information
- Grow members and overall participation
- Onboarding of new agents (in person??)
- Reaching out to licensees
- Investment strategies; financial advisor education for new members
- Updated policies and procedures

THREATS

- Personality conflicts that stunt association growth and camaraderie
- Regional MLS is positive, but could negativity impact association, could help or hurt
- Unstable market
- Younger generation does what it wants and doesn't think they need mentoring
- Competition from other associations
- Not keeping up with trends important to members



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START

- Teaching agents how to use MLS
- Increase effort to identify future leaders
- Diversify
- Getting younger, newer agents involved, YPN
- Create new process to identify future volunteer leaders
- Communicate the value of volunteer leadership

STOP

- Monthly meetings and committee meetings – hold as necessary
- Micromanaging process
- Telling Association Executive how to do her job
- Having too many committees

CONTINUE

- Supporting staff
- Community involvement
- Camaraderie and social events
- Awareness of member needs
- Looking for non-dues revenue
- New ways of engagement



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