

2020-2022 STRATEGIC PLAN



MISSION STATEMENT:
Safeguarding the rights of property ownerships and promoting professionalism to our members, GCLRA is the Voice of Real Estate for Central Louisiana.

VISION STATEMENT:
To be the Resource for all things Real Estate in Central Louisiana.

LEARN TO EARN

GOAL

Increase education opportunities in the following areas: (1) Professional Designations, (2) working ON your business and (3) working IN your business

CONSUMER OUTREACH

GOAL

Provide real estate related information and data to the public to increase their awareness of market trends and shifts as it relates to their real estate needs and holdings. AKA "The softer sale to the consumer."

THE VALUE OF "R"

GOAL

Increase the awareness of the REALTOR® brand, its benefits and how to "sell" the use of a REALTOR® professional

GOAL

More consumers will actively pursue the use of a REALTOR® professional for their real estate needs

ASSOCIATION SUSTAINABILITY

GOAL

Initiate a plan to develop future leaders for our Association

GOAL

GCLRA will become financially independent of the MLS and still provide for operations and service to members

GOAL

Have a cohesive professional association which values our members' individuality and provides benefits to increase their business



LEARN TO EARN

CHAMPION: to be named

IMPACT STATEMENT: Members will be afforded the opportunity to access professional development resources for operating their business, conducting business, and servicing their clients.

GOAL
 Increase education opportunities in the following areas: (1) Professional Designations, (2) working ON your business and (3) working IN your business

TIMELINE
 2020-2022 offer courses related to designations; 2020 - develop curriculum for "ON" business classes, begin implementation late 2020, continue through 2022; 2020-2022 continue to offer mix of CE and Non-CE courses to build skills

METRIC
 Comparison of YR 1 implementation to YR 2 and 3 where indicated; Survey participants to see if they are experiencing an increase in business, whether they are more confident in their abilities to take care of their clients and business

CONSUMER OUTREACH

CHAMPION: to be named

IMPACT STATEMENT: Consumers will recognize the power of utilizing a REALTOR® professional and understand who we are and who we are not.

GOAL
 Provide accurate real estate related information and data to the public to increase their awareness of market trends and shifts as it relates to their real estate needs and holdings. AKA "The softer sale to the consumer."

TIMELINE
 Begin in 2020 and continue with a monthly release of real estate marketplace data to the public.

METRIC
 Leadership to explore consumer survey baseline against comparison year; monitor for sharing of social media posts and inquiries from the public on trend information.

THE VALUE OF "R"

CHAMPION: to be named

IMPACT STATEMENT: REALTORS® will be the desired choice for real estate decisions and GCLRA will become an access point for consumers seeking to use a professional

GOAL
 Increase the awareness of the REALTOR® brand, its benefits and how to "sell" the use of a REALTOR® professional

TIMELINE
 Begin in 2020 with a survey of members to establish a baseline, develop a campaign to "fill the gaps", and start implementation. 2021-2022 measure across each year to measure increase in understanding and impact on business

METRIC
 Increase in the use of the term REALTOR®, the benefits, decrease in complaints, and increase in the number of inquiries to the Association office by the public.



CHAMPION: Jennifer Perry

IMPACT STATEMENT: GCLRA will continue to operate and provide services to its members for the next decade.

GOAL	More consumers will actively pursue the use of a REALTOR® professional for their real estate needs	TIMELINE	2020 - plan and implement a campaign on the value of a REALTOR® directed at the public - testimonials, stories, tips, etc. Continue implementation through 2022	METRIC	Use of consumer surveys, increase in public communication and types of communication to relay information, and increase in public inquiries.
GOAL	Initiate a plan to develop future leaders for our Association	TIMELINE	Program to be developed by the end of 2020.	METRIC	Increase in the number of people willing to serve and participate on an annual basis in leadership positions.
GOAL	GCLRA will become financially independent of the MLS and still provide for operations and service to members	TIMELINE	Target deadline: 12/31/2022	METRIC	Measured by financial statements and member satisfaction feedback
GOAL	Have a cohesive professional association which values our members' individuality and provides benefits to increase their business	TIMELINE	Begin in 2020 actively engaging members across all classes for participation in all aspects of the Association	METRIC	Compare number of members, participation in activities and leadership, and determine if there is an increase in transactions