

Oklahoma City Metropolitan Association of REALTORS®

2024-2027 Strategic Plan

GOVERNANCE

OKCMAR GOVERNANCE STRATEGIC STATEMENT

OKCMAR is the expert in all matters of real estate. To ensure that OKCMAR is financially viable and maintains corporate integrity, our governance structure reflects the fiduciary duties bestowed upon our Board of Directors, leadership, and key employees.

STRATEGIC AND BUSINESS INITIATIVES

OKCMAR Member Participation and Growth: OKCMAR actively seeks input from membership and utilizes a volunteer profile and engagement database to ensure accurate data, customized messaging, and participation at the committee level.

OKCMAR Succession Plan and Leadership Development:

OKCMAR's succession plan for both executive staff and volunteer leadership ensures continuity in the execution of the strategic plan.

OKCMAR Disaster Preparedness:

OKCMAR is prepared for catastrophic financial and/or infrastructure loss and has a plan to recover.

OKCMAR Financial Viability:

OKCMAR actively engages a high level of professional services ensuring financial and fiscal integrity by incorporating a variety of income streams and non-dues revenue that safeguards OKCMAR's financial viability.

OKCMAR Development:

OKCMAR offers programs to the Board of Directors and staff to address internal and external factors that affect governance and culture.

OKCMAR Brand Management:

OKCMAR proactively seeks collaborative efforts to ensure a positive brand image and culture with our REALTOR® boards and external stakeholders. OKCMAR and MLSOK are separate entities and shall not be conflated.

GOVERNMENT AFFAIRS

OKCMAR GOVERNMENT AFFAIRS STRATEGIC STATEMENT

The OKCMAR Government Affairs program is dedicated to fundraising, policy influence, grassroots mobilization, and outreach efforts to positively impact the real estate industry and advocate for meaningful change in our community.

STRATEGIC AND BUSINESS INITIATIVES

RPAC:

Members understand the importance of annually achieving the NAR President's Cup by investing in the political process to support real estate initiatives and advocacy efforts.

1. Expand the number of member investments.
2. Increase the number of major investors and PC.

Policy: OKCMAR proactively leads and influences policies critical to the real estate industry and property owners.

1. Works with other local boards to build coalitions around policies and advocacy efforts.

Grassroots Mobilization: OKCMAR engages and mobilizes specific members at the grassroots level to communicate on the REALTOR® party platform and support advocacy efforts.

1. Importance of responding to ‘calls to action’.

‘The Way Home Gift Fund’ Trustees: In collaboration with OKCMAR, is charged with prioritizing and dispersing funds housed with the OKC Community Foundation.

Influence:

OKCMAR leverages the talents of members who have cultivated extensive relationships with a spectrum of boards, commissions, regulatory bodies, government entities and other business organizations.

Outreach: Create a talent database to engage members as they conduct outreach programs to educate and engage the public and stakeholders in OKCMAR’s advocacy work.

PROFESSIONAL DEVELOPMENT

OKCMAR PROFESSIONAL DEVELOPMENT STRATEGIC STATEMENT

The premier resource and provider for quality career and professional development

STRATEGIC AND BUSINESS INITIATIVES

Programming and Target Audiences:

OKCMAR provides learning opportunities that meet the needs and exceed the expectations of membership at all levels of experience and business specialty.

1. Broker owners, managers, team leaders, newly licensed, practitioners in the business specialties
2. Nationally recognized certifications and designations
3. Incorporate required training as required by NAR and the state of Oklahoma

Educators:

OKCMAR provides a diverse group of engaging national and local subject matter experts to deliver timely and relevant skill training that empowers members to elevate their professional skills.

1. Vetting process for locals

Delivery Options:

Career and skill training is offered at a variety of locations through a diversified format of in -person, on-demand, and online modes.

1. Philosophical conversation about whether you are running a business for income potential or offering services as a benefit of both.
2. Retail, wholesale, and hybrid models.

Professional Standards:

Enforce standards as provided by the National Association of REALTORS®

COMMUNITY OUTREACH

OKCMAR COMMUNITY OUTREACH STRATEGIC STATEMENT

OKCMAR is dedicated to strengthening and improving the communities in which we live and serve.

STRATEGIC AND BUSINESS INITIATIVES

Programs/Events:

Through community programs and events, OKCMAR illustrates by action that REALTORS® are good neighbors and are committed to investing in the quality of life in our communities.

1. Illustrating by action how REALTORS® give to the community (rather than take, as public perception)
2. Create avenues for OKCMAR to engage & involve the public
3. All REALTORS® are good neighbors!
4. Sponsorship and involvement in existing community festivals and neighborhood efforts via neighborhood grants (Mesta Festa, Live on the Plaza, Uptown Outside, etc.) (NOT NON-PROFITS)

Consumer Mobilization and Advocacy:

By partnering with the community on real estate initiatives, OKCMAR mobilizes the public to advocate for issues of common interest pertaining to private property rights.

Engage in community issues related to real estate:

1. Share victories - consumer mobilization in issues.
2. Help HOAs write grants and organize 'meet the REALTOR® neighbors' programs.
3. Broaden the understanding of Fair Housing
4. Work with Metro Fair Housing - providing resources
5. Demonstrating your commitment to your communities;
6. Transparency in communications

Influence and Outreach:

OKCMAR leverages our members' relationships with a spectrum of community boards, community agencies, charitable organizations, and other philanthropic entities.

1. Have a comprehensive training program to develop and empower REALTORS® to be good neighbors & community leaders (HOA leadership, neighborhood association leadership, etc.)

COMMUNICATIONS

OKCMAR COMMUNICATIONS STRATEGIC STATEMENT

As the authoritative voice, OKCMAR conveys accurate, relevant and timely information pertaining to the real estate industry.

STRATEGIC AND BUSINESS INITIATIVES

Internal Communications:

OKCMAR conveys accurate, relevant and timely information on the real estate industry, emerging business issues, programs, products, services and benefits that support members in their business.

1. In support of the Code of Ethics, we also encourage reporting of violations.

External Communications:

OKCMAR educates the public about the value of hiring REALTORS® and creates an understanding of the benefits of the partnership

1. In addition, we promote our members' community involvement.

Delivery Method:

OKCMAR utilizes a variety of platforms to communicate its message to members and the public.

1. Improving social media presence, we focus on visuals such as videos from instructors and board members.
2. OKCMAR's professional and career development programming offers all target audiences skill training on a variety of platforms.

Message & Branding:

OKCMAR is the ultimate destination as the local real estate association of choice in Oklahoma.

Talent Member Database:

OKCMAR has a talent and demographic database as a resource for mobilizing and engaging members.

1. We are creating a survey with a series of questions relating to talent, demographic and education – with answers being used to create better marketing content and allocate tasks.