

## 2021 Business Plan - Anywhere Association of REALTORS®

Goal # 3: Education and Professional Standards – Ensuring members' professionalism and competencies.					
Strategy 3.1: Relevant Education: Provide relevant, timely and quality education, settings and delivery methods to the members.					
Tactics - What needs to be done?	By whom?	By when?	Budget?	Measurement?	Status
A. Offer the highest quality non-CE, designation and other relevant education to members.	Education staff/AE and Education Committee	1 non-CE class offered each quarter	\$ 1,000 cost per class and \$1,500 in sponsorships	Survey members on topics by Jan. 15th. Promoted 45 days prior to class. Goal: 30 - 50 attendees per class. Each class is profitable.	Qtr. 1: Survey sent with 15% response rate. Promotions on schedule for 1st qtr. \$1,000 sponsorship raised to date, with 25 registrants.
B. Offer non-CE sessions as online webinars. Identify 2 topics and speakers for the Webinar Series	Education staff/AE and Education Committee	2 webinars offered - one in Spring and Fall	\$ 2,500 cost per class and \$2,500 in sponsorships	Webinar services provider, topics and speakers secured in 1st quarter. Goal: 50 - 75 registrants per class	Qtr 1: Webinar provider secured. One class and speaker identified. \$1,500 sponsorship secured. Promotions to begin.
C. Offer 2 classes for DRs/managing brokers at Broker Networking Event. Topics selected: Office technology - Smart CMA programs; Recruiting Strategies	Education staff/AE of the two associations	Offered in early June	\$ 2,500 cost per class and \$2,500 in sponsorships	Offered in collaboration with neighboring association. Joint goal: 50 attendees	Qtr 1: AEs met to begin plans. Speakers secured. Sponsors on schedule. Promotions begin in April.
Strategy 3.2 Professional Standards: Adhere to the NAR professional standards processes. Fulfill the NAR mandatory Code of Ethics training requirements.					
Tactics - What needs to be done?	By whom?	By when?	Budget?	Measurement?	Status
A. Follow all P.S. mandated procedures and processes. Members of Grievance and PS committee are trained annually. AE maintain NAR administrator status.	AE and/or assigned staff	As cases are filed.	AE records hours for PS admin salary. Training \$500.	Grievance and PS panels meet as cases are filed. Comply with NAR enforcement procedures.	1 ethics and 1 arbitration case filed in 1st Qtr.

B. Conduct mandatory NAR Professional Standards training program. ☐	AE and/or assigned staff	December - based on cycles for new and renewing members	Hire temp staff in December to assist AE with processing \$1200.00	New members complete in 1 year; renewing members every 3 years.	On target.
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