

NORTH DAKOTA ASSOCIATION OF REALTORS® 2024 STRATEGIC PLAN

Vision: NDAR is the trusted voice of real estate and the advocate for a better real estate future.

Mission: To advocate for the success of our members in partnership with our local Associations and the National Association of REALTORS®.

Values:

- To provide relevant and necessary tools and education to protect your business
 - To proactively fight for homeownership and private property rights
- To provide consistent, transparent, and relevant communication to elevate your business

Strategic Focus Area 1: Advocacy	Strategic Focus Area 2: Professional Development	Strategic Focus Area 3: Communications	Strategic Focus Area 4: Governance
<div>TOP PRIORITY</div> <div>GOAL 1.1: Defeat the proposed property tax measure.</div> <div>GOAL 1.2: Reach 100% participation in RPAC/Issues from Board of Directors and committee members, and to encourage investment from all members.</div> <div>Initiatives: 1.2A: Define and share information on the value of RPAC/Issues Mobilization. 1.2B: Develop an “RPAC 101” Program. 1.2C: Work with all local boards to meet annual RPAC goals.</div> <div>GOAL 1.3: Have all membership understand what the leaders know and the importance of RPAC.</div> <div><ul style="list-style-type: none">• Communicating and promoting the value of RPAC & Issues Mobilization.• Encouraging and educating our members on the importance of, and increased participation in, Calls for Action at all levels.• Monitoring all industry relevant legislation.• Supporting Above The Line dues billing.</div>	<div>GOAL 2.1: Create a task force to enhance professionalism and continuing education in the industry.</div> <div>GOAL 2.2: Develop 3-hour CE classes with 1-hour time blocks dedicated to different topics.</div> <div>Initiatives: 2.3A: Identify specific topics of value. 2.3B: Develop a course that highlights one value for each time block. 2.3C: Implement and promote the course.</div> <div><ul style="list-style-type: none">• Offering relevant technology, including AI, education, and tools to enhance and protect members’ business.• Collaborating and advocating for diversity, equity, and inclusion in real estate.• Promoting the broker involvement program.• Create a PAG to promote clarification of roles of the NDREC, NDAR, local boards, and brokers.</div>	<div>TOP PRIORITY</div> <div>GOAL 3.1: Develop better conduits for communication, including private channels for leadership.</div> <div>GOAL 3.2: Create a task force to develop best practices for the use of AI and technology.</div> <div>GOAL 3.3: Develop a liaison structure with expectations for members to communicate information from NDAR back to local boards.</div> <div><ul style="list-style-type: none">• Increasing members’ understanding of the value of NDAR.• Communicating the value of REALTORS®.• Exploring and communicating additional benefits for members.• Evolving and adapting the communications process for the benefit of our members.• Supporting relevant charitable causes.</div>	<div>TOP PRIORITY</div> <div>GOAL 4.1: Create a PAG to review bylaws/policies and make recommendations for potential updates.</div> <div>GOAL 4.2: Develop a staff driven task force to help staff streamline workload activities.</div> <div>GOAL 4.3: Create a task force for research and development of member strength, experience, and political connections.</div> <div><ul style="list-style-type: none">• Strong policies in place to ensure integrity or organization.• Persistent and ongoing evaluations of non-dues revenue and investment opportunities.• Collaborating with the local associations for relevant and useful member data to leverage member talents.</div>