

RICABOR STRATEGIC PLAN—2017-2019



RICABOR leads, supports, and inspires excellence in its members through education, advocacy and business development.

GROW

PROMOTE

PROVIDE

ADVOCATE

GOVERN

RICABOR sustains a healthy level of membership growth.

- Identify RICABOR features, advantages and benefits of membership.
- Identify possible members from external organizations for all types of members (affiliates, non-member appraisers, etc.).

RICABOR promotes the REALTOR® image in the community, provides reliable information and invests in the community through its involvement and charity.

- ◇ RICABOR will continue to be the voice for Commercial and Appraisal Real Estate in Rhode Island.
- ◇ Continue to be involved in at least two charitable or community programs on an annual basis.

RICABOR offers valuable member services for commercial and appraiser practitioners.

- Identify, develop and/or offer beneficial commercial/appraiser-specific educational programs to increase market expertise and use of technology and more.
- Explore additional ways to offer services for appraisal members.
- Continue to strongly promote RICABOR networking opportunities.
- Collaborate with other organizations to identify networking and other opportunities to promote our members as the market experts.

RICABOR is recognized by business and governmental organizations as the credible and influential resource and advocate for commercial and appraisal real estate.

- ◇ Heighten member awareness and benefits of RPAC and increase participation from the previous year.
- ◇ Improve participation in NAR and RIAR Calls to Action to a level that's more than the previous year.
- ◇ Support the REALTOR® Party's "Vote-Act-Invest" and conduct at least two initiatives in each.

RICABOR is accountable to ensure a financially and structurally stable organization in order to meet or exceed its objectives.

- ◇ Continue to meet or exceed NAR Core Standards on an annual basis.
- ◇ Successfully implement the strategic plan and align it with all Board Functions.
- Explore and utilize ways to increase non-dues revenue.
- Evaluate and improve the current volunteer recruitment efforts and increase the number of volunteers by at least eleven people in 2017.
- Consider the possibility of consolidation in some manner by exploring pros and cons, etc.
- Evaluate the current transition process for volunteer leaders and implement changes, if needed.
- Consider developing a succession plan.