

Rhode Island Association of REALTORS® 2006 Strategic Plan

Vision: The Rhode Island Association of REALTORS® is the premier real estate resource for the profession and the public.

Objective 1. Training of Members

Agents are professionally competent, successful and properly educated in business practices.

1. Encourage brokerages to be accountable for developing and implementing training programs for all their agents.
2. Develop an MBA type of program for real estate professionals.
3. Teach agents and brokers the fundamentals of a business.
4. Create and mandate an educational course on business skills and professional training for all new licensees.
5. Mandate “Fundamentals of Real Estate Practices,” in Antitrust, Agency, Fair Housing and Ethics for new members as part of Orientation.
6. Organize a network of newer, accomplished agents and make others aware of them.
7. Educate the members, especially those new to the business, of the cyclical nature of the business.
8. Educate agents on what they are worth.

Objective 2. Principal Broker Business Training

All brokers employ a business platform that successfully addresses the needs of the consumer, provides an optimum business atmosphere, which promotes their agents’ success, while enhancing overall profit and reducing liability.

1. Provide education on all aspects of real estate business management to all REALTORS®.
2. Establish a Business Management curriculum for Real Estate called B-Pro.
3. Create sample brokerage business plan(s) to enhance profit and reduce liability.
4. Offer a principal broker management course.
5. Promote the advantages to a buyer of an exclusive brokerage arrangement to the public through the use of mass media.
6. Encourage the adoption of a digitalized, paperless transaction system to complete real estate transactions.
7. Identify and distribute information on different real estate business models.
8. Disseminate studies on one stop shopping to members.
9. Encourage members to contact RIAR Legal Hotline for one stop shopping information.
10. Inform the members of federal regulations relating to RESPA.
11. Create an e-library similar to REALTOR.org.

Objective 3. Consumer Importance

Consumers recognize the value of REALTORS'® services. REALTOR® members are educated in the expectations of the present-day consumer, and provide the services in a timely, efficient and consumer-centric manner.

1. Promote the educational programs and the value of REALTORS® to consumers.
2. Continue to educate the public about value of REALTOR® services in order to validate the REALTOR® as a true Professional.
3. Continue to develop a positive public image, educating the public on the economic value of using a REALTOR®.
4. Educate the consumer to the value of the REALTOR® as a facilitator to the transaction.
5. Identify what the consumer wants and encourage members to provide it.
6. Conduct focus groups of consumers to understand their perception of REALTORS® and their expectations.
7. Create a pro-consumer tagline that can be used by all members to create a positive image and uniformity.
8. Develop and implement more intense consumer centric public relations and marketing campaigns.
9. Promote the development of bilingual contract forms in Transit.
10. Promote the positive aspects of private property ownership.
11. Conduct a study of the demographics of today's consumers, how it affects agents, and educate the members on the results.

Objective 4. Governmental Outreach

Government and REALTORS® partner to change regulations to further enhance our industry and to benefit the REALTOR® and the public.

1. Develop a plan to preserve, protect and promote all real property rights.
2. Encourage a legislative climate that limits liability.
3. Increase the number of hours and quality of education for all licensees.
4. Encourage the Department of Business Regulation to mandate further requirements for pre licensing.
5. Further professionalism by demanding more continuing education.
6. Create a post licensure curriculum within the 2-year period following initial licensure.
7. Create requirements for mandatory continuing education for broker or DR to include DR or broker specific core courses.
8. Encourage DBR to establish minimum standards with the institution of mandatory apprenticeships.
9. Encourage DBR to enforce the rules.
10. Change Agency Law to allow transaction brokerage.
11. Support regulation to allow for exclusive mandatory buyer contracts.
12. Integrate Legislative, Public Relations and Grass Roots lobbying efforts.
13. Be proactive rather than reactive with government officials with our lobbying efforts.
14. Reinforce our advocacy efforts on both the legislative and regulatory levels.
15. Continue to lobby for Association offered health insurance.
16. Partner with government agencies to support more affordable housing.

Objective 5. Professional Courtesies

All REALTORS® understand and adhere to the Code of Ethics and extend appropriate professional courtesies to their peers.

1. Enforce the Code of Ethics and MLS Rules and Regulations.
2. Continue to emphasize Code of Ethics recertification and Article 11 in order to encourage members to work within their area of competency.
3. Strongly encourage cooperation and professional courtesies among REALTORS®.
4. Mandate licensee-to-licensure courtesy course as part of Orientation for new licensees when becoming a member.

Objective 6. Technology

REALTORS® advance their real estate business through the knowledge and use of the latest real estate technology. RILiving.com is the premier consumer online real estate information resource for RI real estate.

1. Assure that RIAR is the primary information resource for REALTORS®.
2. Encourage all MLS Participants and Subscribers to take a course on the new MLS system within one year.
3. Encourage all MLS Participants to enter complete pending and sold information for all transactions.
4. Promote open sourcing “google”-type search engines for our members.
5. Redefine what we can hold as proprietary within our MLS system, including who owns the intellectual property rights of the data.
6. Promote the use of developing technologies in the real estate industry.
7. Educate members on affordable technology solutions.
8. Publicize member technology success stories.
9. Improve the communications between the Association and members to allow for personalization – high service and high touch so that members receive communications in a format with which they are most comfortable.
10. Promote RILiving.com as the premiere online real estate information source by developing a business plan for RILiving to aggressively place it in a position to compete with other services.
11. Create a virtual state Association web site that delivers leads to members.
12. Educate members on how technology enables MLS data to be disseminated to third parties working on-line as lead aggregators.
13. Watermark property data to prevent misuse.