



Council of Residential Specialists

DAKOTAS CHAPTER

The Proven Path To Success

**Dakotas CRS Chapter
Strategic Plan
2011**

The Dakotas CRS Chapter exists to maximize member growth in professionalism, competency, and productivity through knowledge, tools, and relationship-building opportunities for REALTORS® who seek the highest level of success in residential real estate.

Introduction:

The Board of Directors and regional representatives for the Dakotas CRS Chapter met via conference call on March 2, 2011, for its annual Strategic Planning Session. Past President Carol Lawhun facilitated the session. This report represents the findings and decisions reached by the group. These decisions are designed to carry out the goals and mission statement of the Chapter and will drive the allocation of Chapter resources through 2011 and beyond.

Mission Statement:

The Dakotas CRS Chapter exists to maximize member growth in professionalism, competency, and productivity through knowledge, tools, and relationship-building opportunities for REALTORS® who seek the highest level of success in residential real estate.

Industry Issues and Trends:

- Tightening of consumer credit
- Education of the public on local supply and demand
- Negative press nationally regarding the real estate market
- Rapidly changing technology

Membership Issues:

- Benefits
- Education
- Referrals
- Self confidence
- Public Awareness
- Discounts for Education (\$25 discount for Chapter members who take a CRS course)

Organizational Issues:**Strengths:**

- Referral network with the National Council (resources and tools available)
- Education – best instructors, good content
- Excellent relationship with NDAR and SDAR
- Solid relationships between members in diverse, rural two-state area
- Sound financial resources
- Terrific staff support

Weaknesses:

- Two-state broad area makes face-to-face meetings more of a challenge
- Difficulty communicating member benefits and value to Chapter and potential members
- Providing regional representatives with a clearly defined list of responsibilities
- Gathering and gauging member feedback
- Ability to convert a higher percentage of National members to Chapter members
- Generating non-dues revenue sources through sponsors
- Ability to track progress of assigned tasks and progress between board meetings
- Declining membership
- Getting members to become more involved in the Chapter

Opportunities:

- Regional level “coffee” meetings for networking
- Contact non-Chapter designees to find out what benefits would entice them to join the Chapter
- Contacting paid national members to convert them to Chapter members
- Maximize member retention through expanded dues billing
- Continue education rebate
- Utilize regional representatives to promote Chapter and foster recognition

Threats:

- Decrease in membership
- Major economic slowdowns within the real estate industry
- Lack of money – declining attendance in classes could result in limited funds
- Continuing leadership development
- Conflict of quantity of business vs. quality of business

Goals:

Public Awareness

- Newspaper
- Real estate magazines
- Cable TV
- Brochures
- Chapter support charity
- Radio

Classes

- More offerings
- Offer other courses – ABR, SRES
- One-day classes
- Discounts for designees
- Co-sponsor (not less than 50/50 split)

Chapter Leadership

- Add directors
- Promote (on stationery, letterhead, wear pin)

It was decided that the order of efforts should be

1. Membership Benefits & Board Reps
2. Education – classes, discounts, sponsorships, other than CRS
3. Advertising/Public Awareness – newspaper, radio, cable TV, RE magazines, brochures

This Strategic Plan was approved on March 2, 2011 and will be re-visited at a meeting during the state convention in September 2011.