

**Virginia Peninsula Association of REALTORS®**  
**Strategic Plan**  
**2024-2027**



**Mission Statement:** The purpose of Virginia Peninsula REALTORS® is to support the value of REALTOR® members in our community.

**Virginia Peninsula REALTORS® Vision Statement:** The voice for real estate on the Virginia Peninsula.

**Strategic Goal 1: Member Value**

**VPAR creates, strengthens, and promotes its value to members through benefits, resources, events, and programs.**

Revise and implement the new REALTOR® orientation to an in-person program.

- Accountability: New Member Workgroup
- Timeline: 4th Quarter 2024
- Resources: VPAR Staff, BOD, Committee Chairs and Vice Chairs, Virginia REALTORS®, NAR

Develop additional affiliate relationships.

- Accountability: Community Outreach Committee
- Timeline: 2<sup>nd</sup> Quarter 2025
- Resources: Charitable Foundation Committee, RealtorFest Committee, BOD, VPAR Staff

Evaluate current member benefits and implement a value campaign.

- Accountability: Community Outreach Committee
- Timeline: 4<sup>th</sup> Quarter 2024
- Resources: VPAR Staff, All Committees, Members

Increase awareness of diversity and inclusion at all levels of the association.

- Accountability: Community Outreach Committee
- Timeline: 2<sup>nd</sup> Quarter 2026
- Resources: All Committees, VPAR Staff

Create a new REALTOR® member resource page on the VPAR website.

- Accountability: VPAR Staff
- Timeline: 1<sup>st</sup> Quarter 2025
- Resources: All VPAR Committees, VPAR Brokers, Virginia REALTORS®, NAR

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## **Strategic Goal 2: Broker Engagement**

**VPAR empowers the Brokers as the foundation of our association.**

Create a Broker Roadmap resource page on the VPAR website.

- Accountability: VPAR Staff
- Timeline: 4<sup>th</sup> Quarter 2024
- Resources: All VPAR Committees, VPAR Brokers, Virginia REALTORS®, NAR

Implement a Broker Training Program open to brokers and associate brokers.

- Accountability: Broker Engagement Committee
- Timeline: 1<sup>st</sup> Quarter 2025
- Resources: Professional Development Committee, VPAR Staff

Continue and enhance the monthly broker communication newsletter.

- Accountability: VPAR Staff
- Timeline: Ongoing
- Resources: Broker Engagement Committee, All VPAR Committees, Virginia REALTORS®, NAR

Appoint a Board of Directors liaison per brokerage with responsibilities assigned by the VPAR President yearly.

- Accountability: VPAR President
- Timeline: 1<sup>st</sup> Quarter 2024 and then ongoing
- Resources: VPAR Board of Directors, Brokers

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### **Strategic Goal 3: Professional Development**

**VPAR provides professional and educational growth opportunities for its members to succeed in the industry.**

Build on a portfolio of diverse, qualified instructors that appeal to all membership levels.

- Accountability: Professional Development Committee
- Timeline: 2<sup>nd</sup> Quarter 2025
- Resources: VPAR Staff, Budget Committee, Community Outreach Committee, Risk Management Committee, Property Management Council, Members

Conduct educational offerings, promoting to REALORS® members and non-members for increased revenue and membership growth.

- Accountability: Professional Development Committee
- Timeline: Ongoing
- Resources: VPAR Staff, Members, Virginia REALTORS®, NAR

Create and implement a REALTOR® Boot Camp Series to enhance the skills of our members.

- Accountability: Professional Development Committee
- Timeline: 2<sup>nd</sup> Quarter 2025
- Resources: Risk Management Committee, Property Management Committee, Professional Standards Committee, Community Service Committee, Budget Committee, VPAR Staff, Virginia REALTORS®, NAR

Develop a local leadership program for the development of emerging leaders.

- Accountability: Leadership Development Focus Group
- Timeline: 1<sup>st</sup> Quarter 2027
- Resources: VPAR Staff, Members, Virginia REALTORS®, NAR

Promote the value of designation programs to improve professionalism and increase revenue.

- Accountability: Community Outreach Committee/Professional Development Committee
- Timeline: Ongoing
- Resources: VPAR Brokers, All Committees, VPAR Staff, Virginia REALTORS®, NAR

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## **Strategic Goal 4: Community Outreach**

**VPAR creates a culture of service to our community, thus promoting the REALTOR® brand.**

Develop and promote a “Week of Giving” campaign each year for VPAR members to be involved in the community.

- Accountability: Community Outreach Committee
- Timeline: 3<sup>rd</sup> Quarter 2024 and Ongoing
- Resources: Members, VPAR Staff, NAR

Collaborate with HRAREB, WCR, and/or NAR affinity groups to host an outreach event for a local economically disadvantaged area.

- Accountability: Community Outreach Committee
- Timeline: Ongoing
- Resources: VPAR Staff, Members, Charitable Foundation

Establish partnerships with local schools and/or colleges/universities to provide community outreach.

- Accountability: Community Outreach Committee
- Timeline: 3<sup>rd</sup> Quarter 2026
- Resources: VPAR Staff, Members

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## **Strategic Goal 5: Advocacy**

**VPAR advocates and protects REALTORS® and the communities we serve.**

Develop and promote a clear local legislative agenda for advocacy and RPAC fundraising.

- Accountability: Public Policy Committee
- Timeline: 3<sup>rd</sup> Quarter 2024
- Resources: VPAR Staff, Board of Directors

Educate the membership on the value of RPAC and the importance of their contribution.

- Accountability: RPAC Fundraising Committee
- Timeline: 4<sup>th</sup> Quarter 2024
- Resources: Public Policy Committee, VPAR Staff, Virginia REALTORS®

Promote to members the importance of attending legislative events, REALTOR® Day on the Hill, relevant city meetings, and VAR and NAR meetings.

- Accountability: Public Policy Committee
- Timeline: Ongoing
- Resources: VPAR Staff, Board of Directors, Members, Virginia REALTORS®, NAR

Connect our Chief Advocacy Officer and VPAR Leadership with our local government leaders.

- Accountability: Public Policy Committee
- Timeline: 3<sup>rd</sup> Quarter 2024
- Resources: VPAR Staff, Board of Directors, Leadership Team, Members

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## **Strategic Goal 6: Association Responsibility**

### **VPAR enhances the member's experience.**

Provide an exceptional member experience.

- Accountability: CEO, VPAR Staff, Consultants
- Timeline: 1<sup>st</sup> Quarter 2024
- Resources: Board of Directors, Virginia REALTORS®

Enhance staff development.

- Accountability: CEO, VPAR Staff, Consultants
- Timeline: 3<sup>rd</sup> Quarter 2024 and ongoing
- Resources: Board of Directors, Budget Committee, Virginia REALTORS®

Develop and promote our online REALTOR® store.

- Accountability: VPAR Staff
- Timeline: 1<sup>st</sup> Quarter 2024
- Resources: NAR

Establish by the end of the 2<sup>nd</sup> quarter a yearly communications and marketing plan for the next year.

- Accountability: VPAR Staff and Consultants
- Timeline: 2<sup>nd</sup> Quarter 2024 and ongoing
- Resources: Board of Directors, VPAR Committees Chairs, Chief Executive Officer

Evaluate VPAR Charitable Foundation.

- Accountability: VPAR Board of Directors
- Timeline: 4<sup>th</sup> Quarter 2024
- Resources: VPAR Charitable Foundation