



**NEW JERSEY
REALTORS®**

**2017-2019
Strategic Plan**

Government
Affairs

Community
Relations

**Association
Governance**

Professional
Development

Communications

Strategic Areas of New Jersey Realtors®

1

- NJ Realtors® has a clear focus on the future by leveraging its most talented members in a streamlined leadership structure to remain responsive to the changing needs of its Realtor® members.

2

- NJ Realtors® aggressively advocates for all things real estate.

3

- NJ Realtors® champions its members as community builders.

4

- NJ Realtors® offers opportunities & resources to enhance professional and career development.

5

- NJ Realtors® is the voice for real estate in NJ for consumers & members.

Association Governance

Area #1



**NEW JERSEY
REALTORS®**

Strategic Area #1: Association Governance - NJ Realtors® has a clear focus on the future by leveraging its most talented members in a streamlined leadership structure to remain responsive to the changing needs of its members.

Strategic Objective 1A

- NJ Realtors® has an effective leadership structure to conduct its business

Strategic Objective 1B

- NJ Realtors® is responsible to ensure it selects qualified committee members and officers to attain its strategic vision

Strategic Objective 1C

- NJ Realtors® has a comprehensive leadership program to identify, cultivate, and position future association leaders

Strategic Objective 1D

- NJ Realtors® has a state-of-the-art facility capable of handling the needs of its staff & members

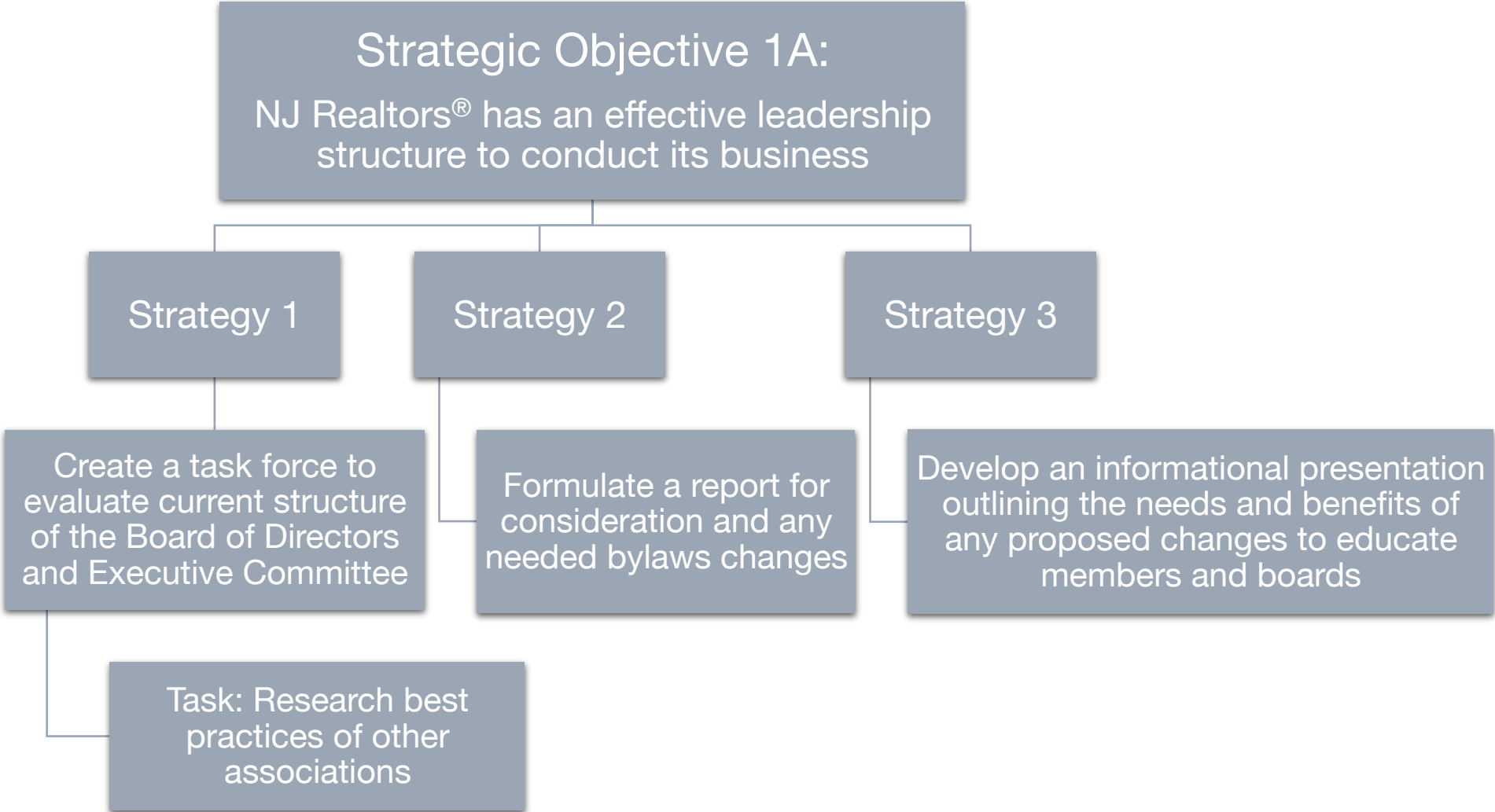
Strategic Objective 1E

- NJ Realtors® is fiscally responsible to maximize its assets, manage liabilities, and fund the initiatives of its strategic plan

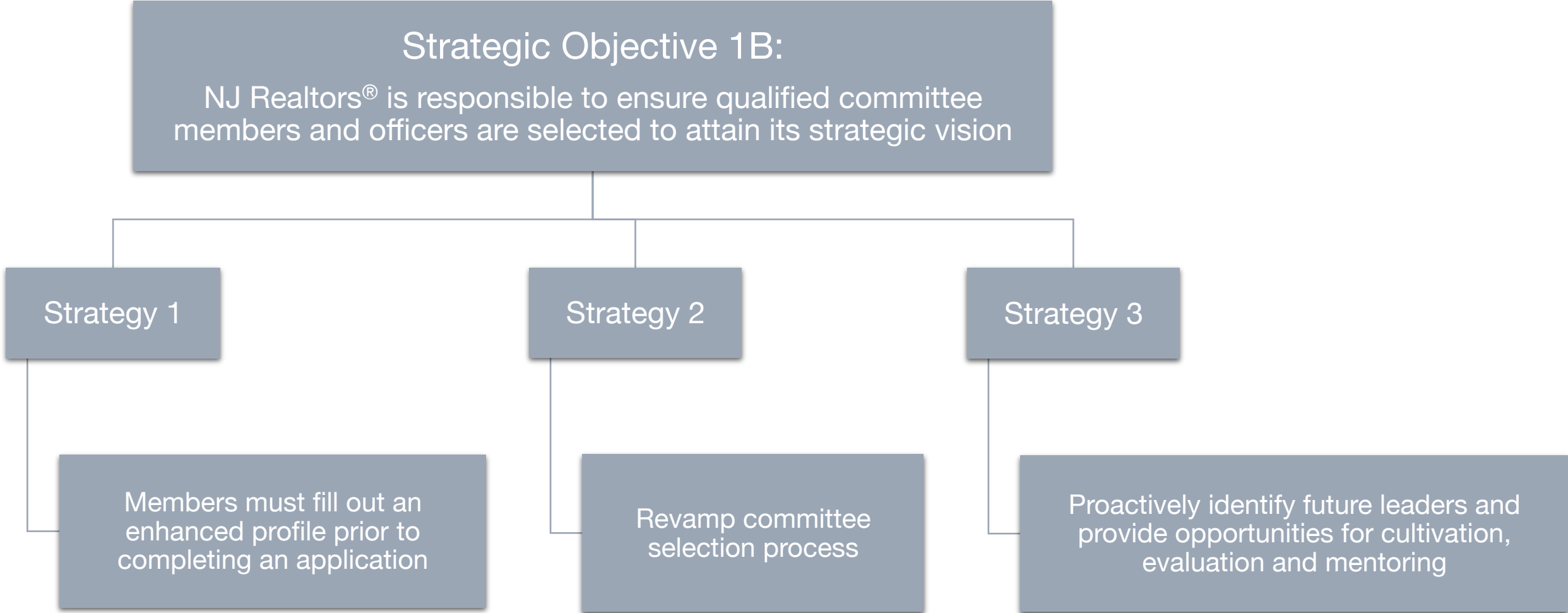
Strategic Objective 1F

- NJ Realtors® has a viable and comprehensive disaster plan

Association Governance: NJ Realtors® has a clear focus on the future by leveraging its most talented members in a streamlined leadership structure to remain responsive to the changing needs of its members.

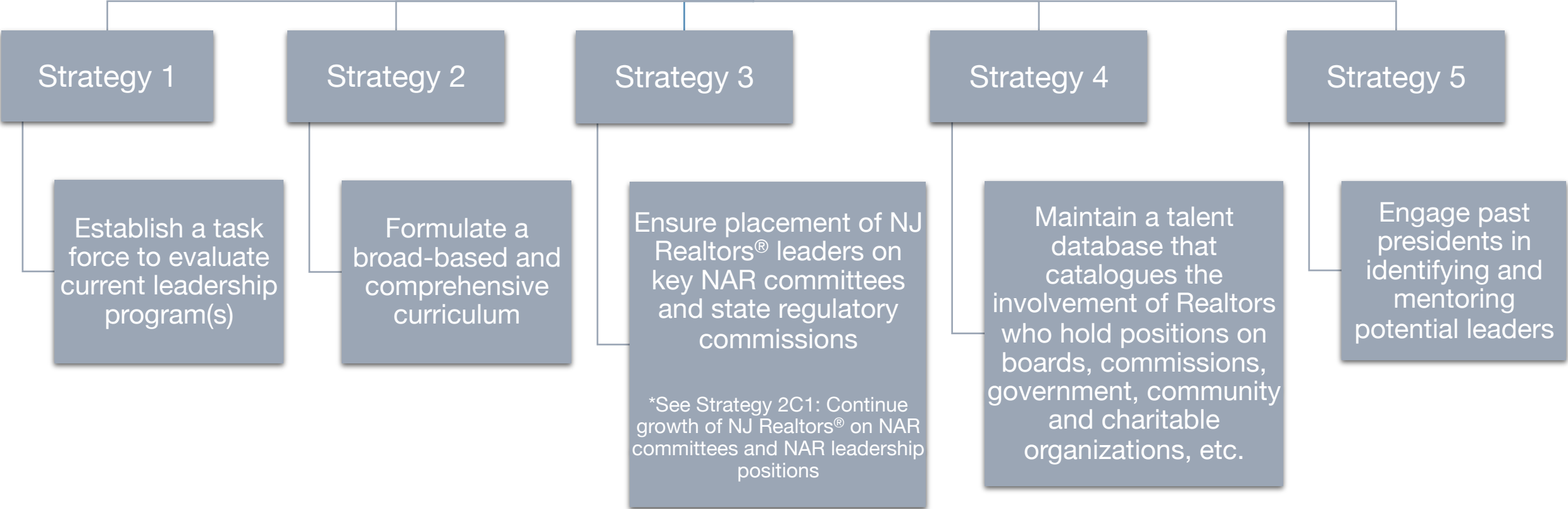


Association Governance: NJ Realtors® has a clear focus on the future by leveraging its most talented members in a streamlined leadership structure to remain responsive to the changing needs of its members.



Association Governance: NJ Realtors® has a clear focus on the future by leveraging its most talented members in a streamlined leadership structure to remain responsive to the changing needs of its members.

Strategic Objective 1C:
NJ Realtors® has a comprehensive leadership program to identify, cultivate, and position future leaders of the association



Association Governance: NJ Realtors® has a clear focus on the future by leveraging its most talented members in a streamlined leadership structure to remain responsive to the changing needs of its members.

Strategic Objective 1D:
NJ Realtors® has a state-of-the-art facility capable of handling the needs of its staff & members

Strategy 1

NJ Realtors® explores the possibility of hiring a property management company to oversee the facility

Association Governance: NJ Realtors® has a clear focus on the future by leveraging its most talented members in a streamlined leadership structure to remain responsive to the changing needs of its members.



Association Governance: NJ Realtors® has a clear focus on the future by leveraging its most talented members in a streamlined leadership structure to remain responsive to the changing needs of its members.



Government Affairs

Area #2



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Strategic Area #2: Government Affairs - NJ Realtors® aggressively advocates for all things real estate

Strategic Objective 2A

- NJ Realtors® proactively anticipates, identifies, and manages issues impacting the real estate industry and property rights

Strategic Objective 2B

- Members comprehend and acknowledge the importance of investing in RPAC

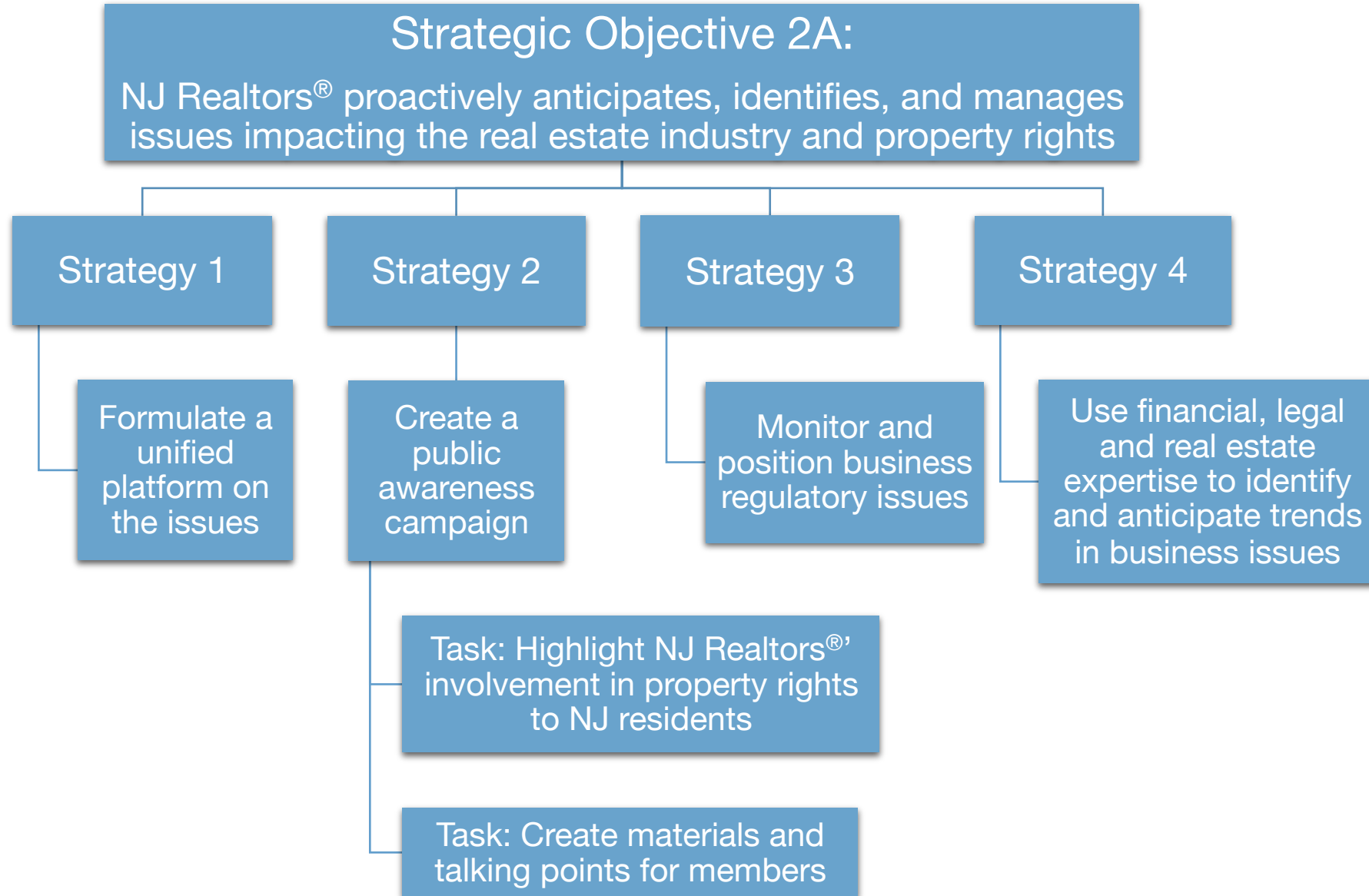
Strategic Objective 2C

- Through key contacts, NJ Realtors® is positioned to protect and enhance the association and property rights of New Jersey

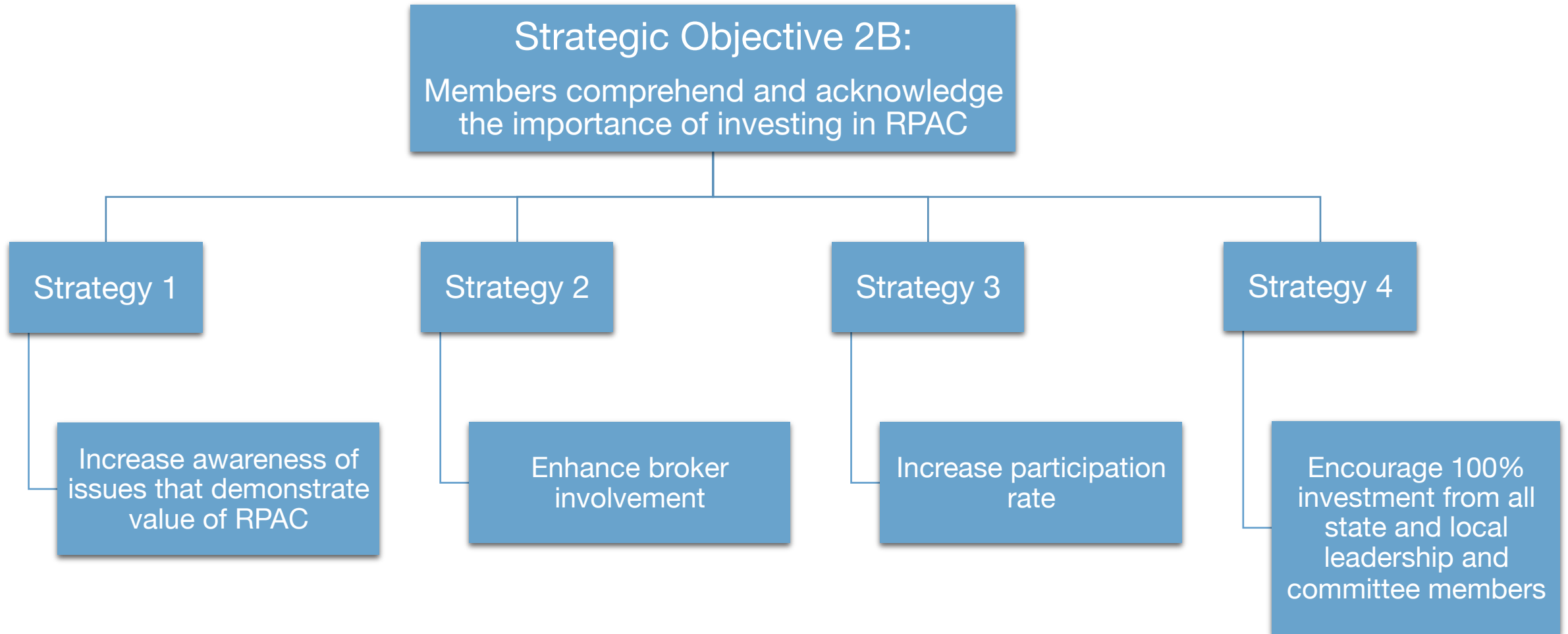
Strategic Objective 2D

- NJ Realtors® creates and maintains a database to strategically measure the progress and support of our political issues

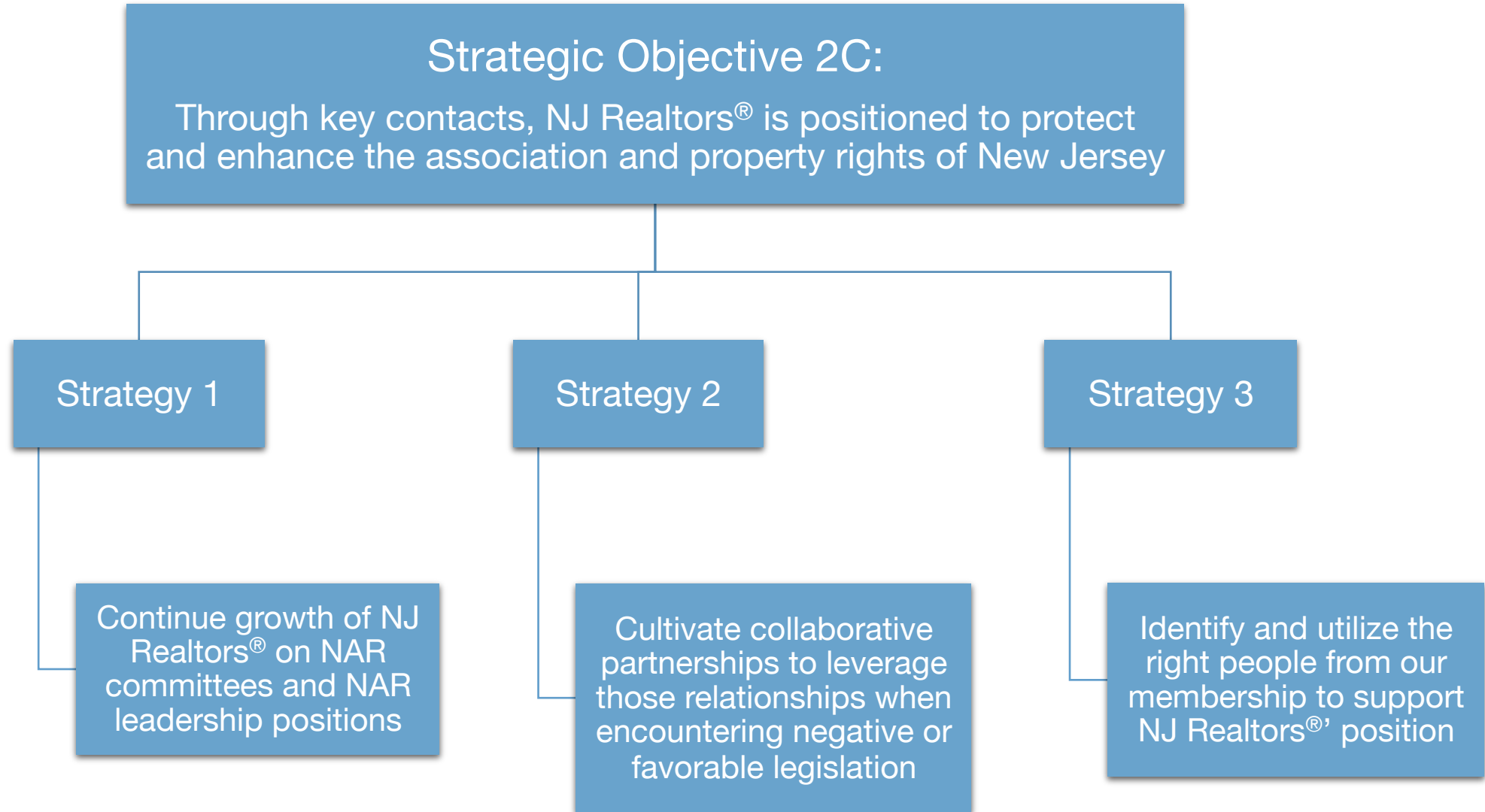
Government Affairs: NJ Realtors® aggressively advocates for all things real estate



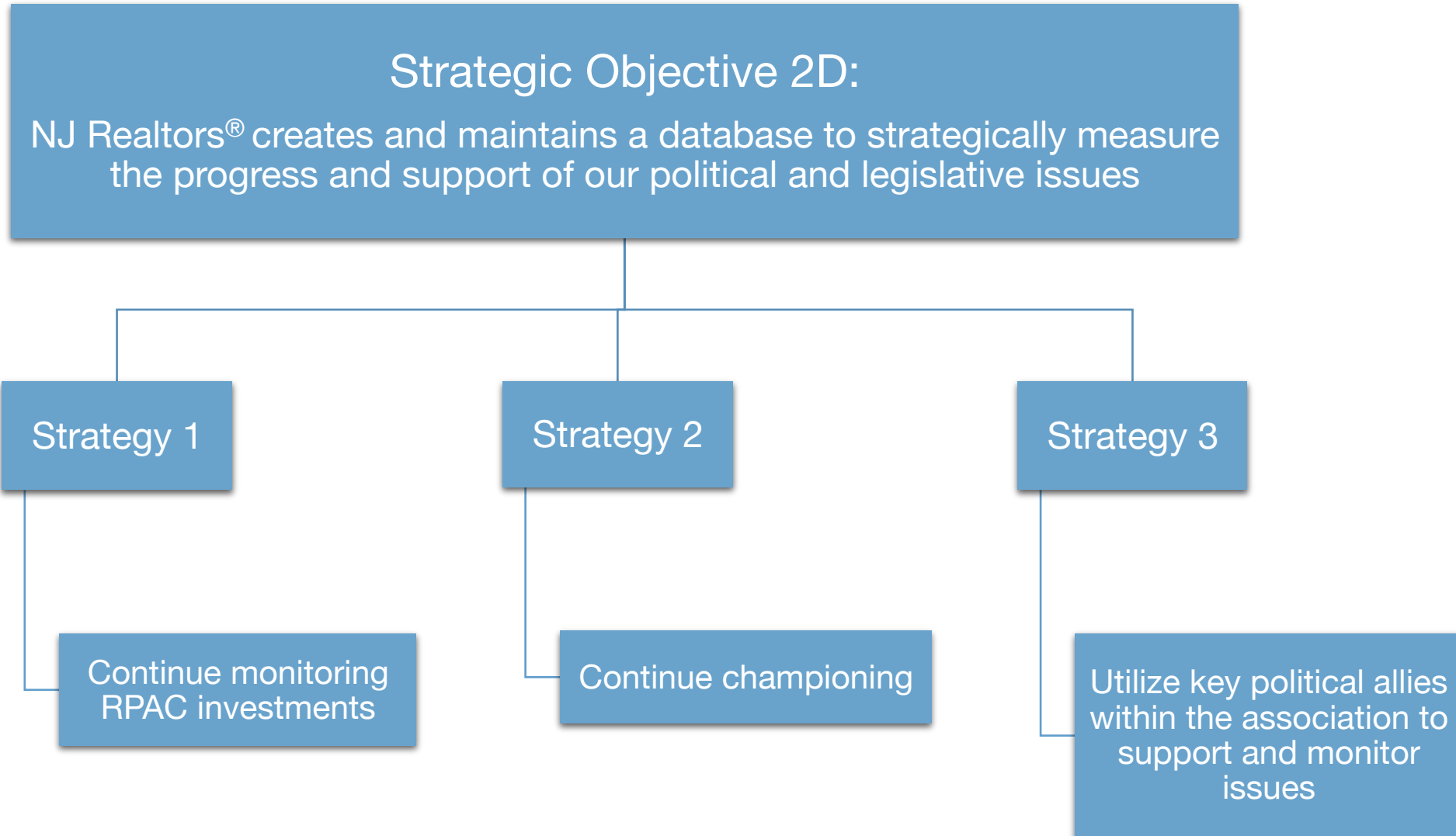
Government Affairs: NJ Realtors® aggressively advocates for all things real estate



Government Affairs: NJ Realtors® aggressively advocates for all things real estate



Government Affairs: NJ Realtors® aggressively advocates for all things real estate



Community Relations

Area #3



**NEW JERSEY
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Strategic Area #3: Community Relations - NJ Realtors® champions its members as community builders

Strategic Objective 3A

- NJ Realtors® publicly supports, publicizes, and highlights members and local boards in their interactions with their communities

Strategic Objective 3B

- Raise public awareness and appreciation of the value and impact of NJ Realtors®' community involvement and advocacy efforts for property rights

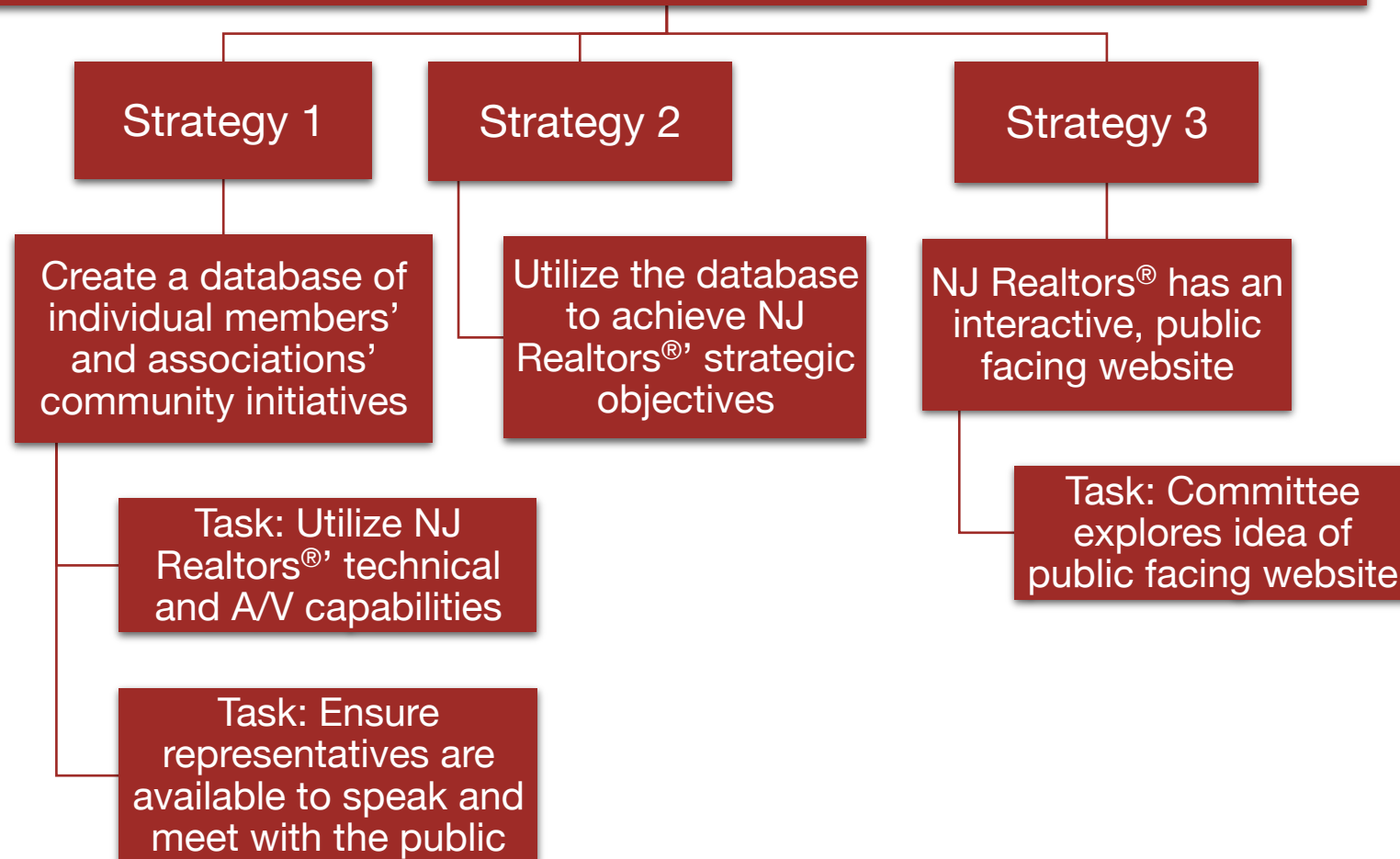
Strategic Objective 3C

- NJ Realtors® is the primary source of accurate and reliable real estate information for consumers

Community Relations: NJ Realtors® champions its members as community builders

Strategic Objective 3A:

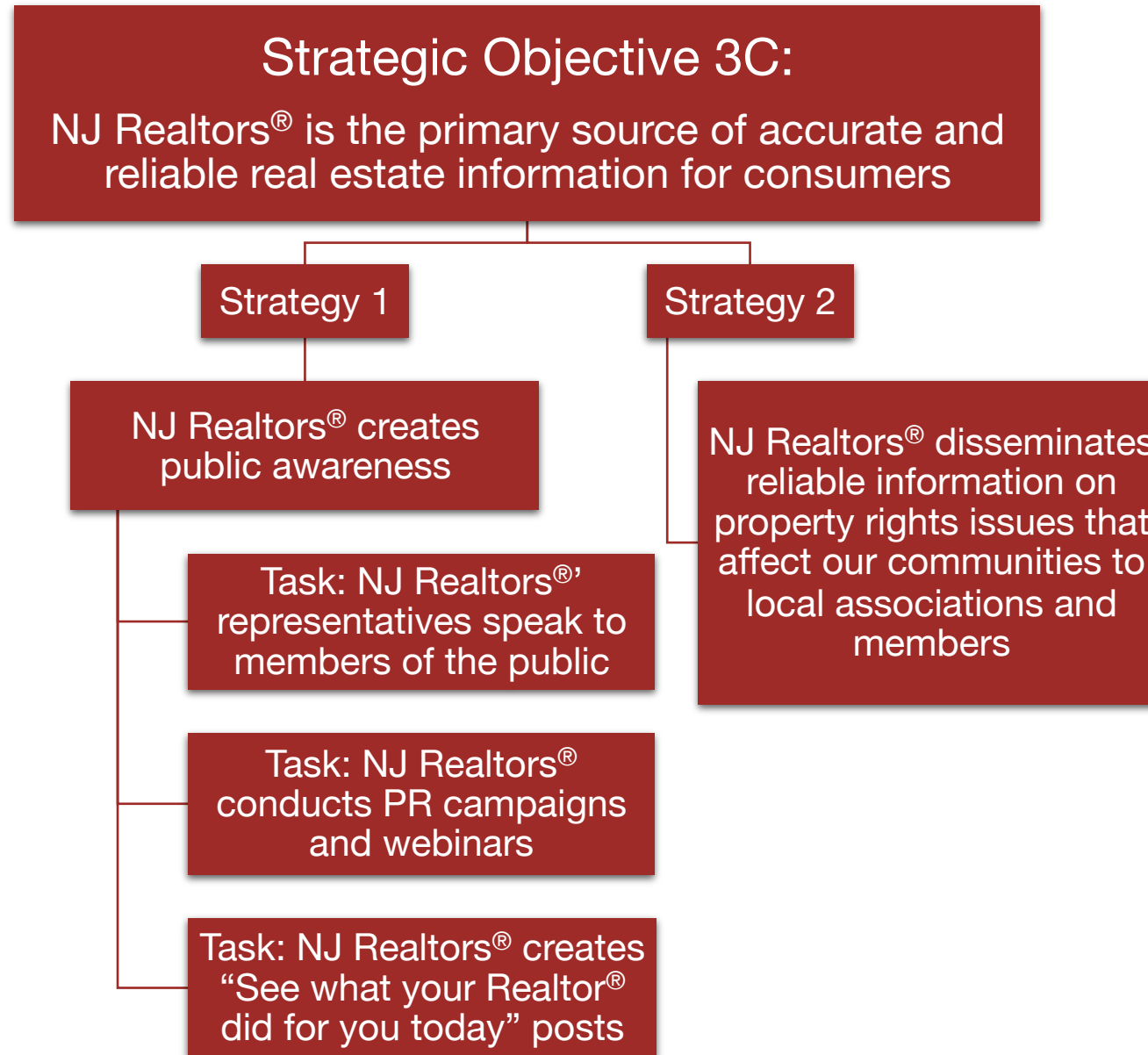
NJ Realtors® publicly supports, publicizes, and highlights members and local boards in their interactions with their communities



Community Relations: NJ Realtors® champions its members as community builders



Community Relations: NJ Realtors® champions its members as community builders



Professional Development

Area #4



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REALTORS®

Strategic Area #4: Professional Development - NJ Realtors® offers opportunities and resources to enhance professional and career development

Strategic Objective 4A

- Engage brokers and managers to help NJ Realtors® showcase the relevance of our programs, products, services, and advocacy initiatives to members

Strategic Objective 4B

- Provide business-relevant tools and effective delivery methods to engage members and enhance their career development

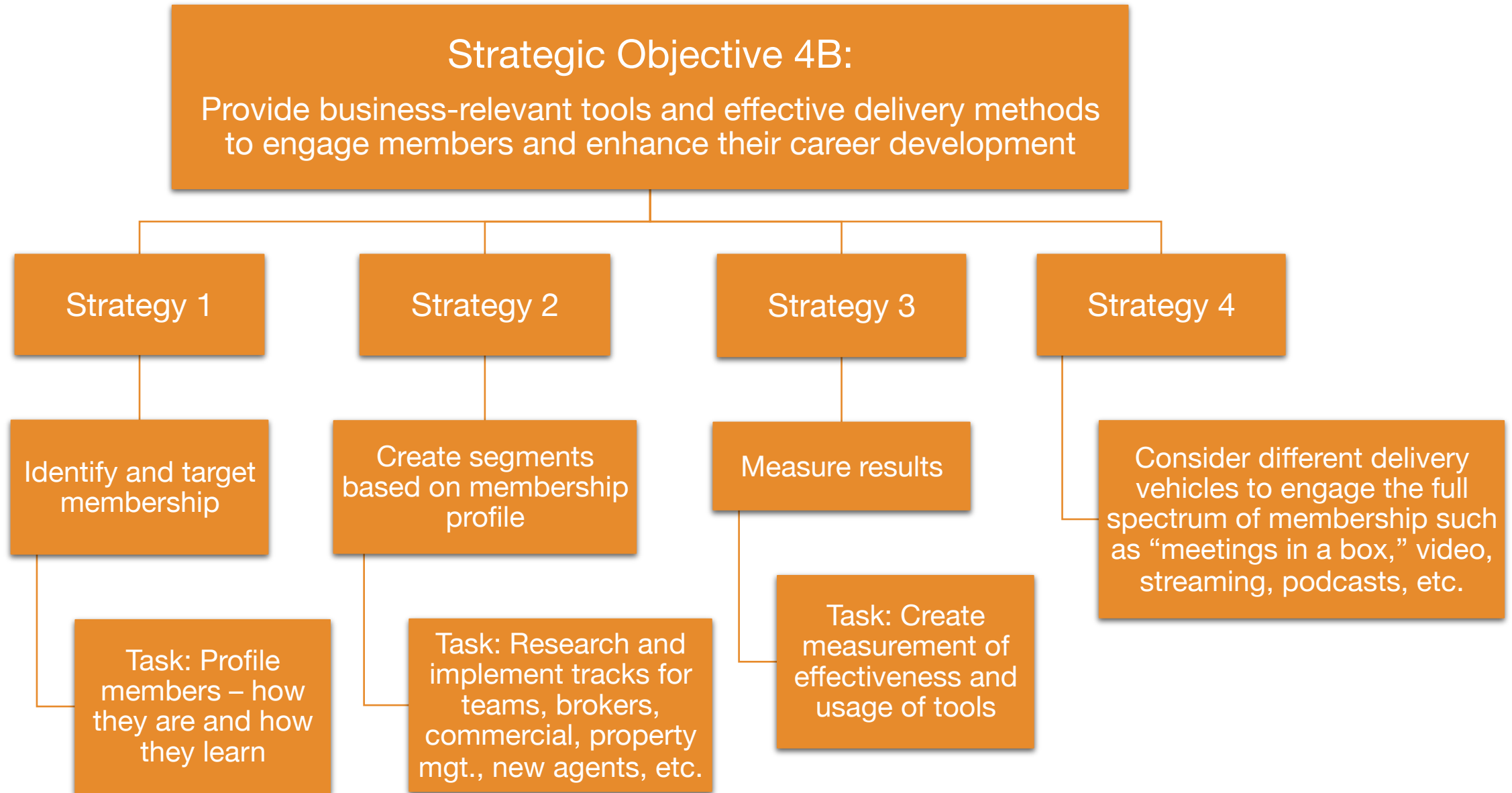
Strategic Objective 4C

- Enhance the member engagement experience of millennials by embracing their participation and demonstrating how engagement can benefit their businesses

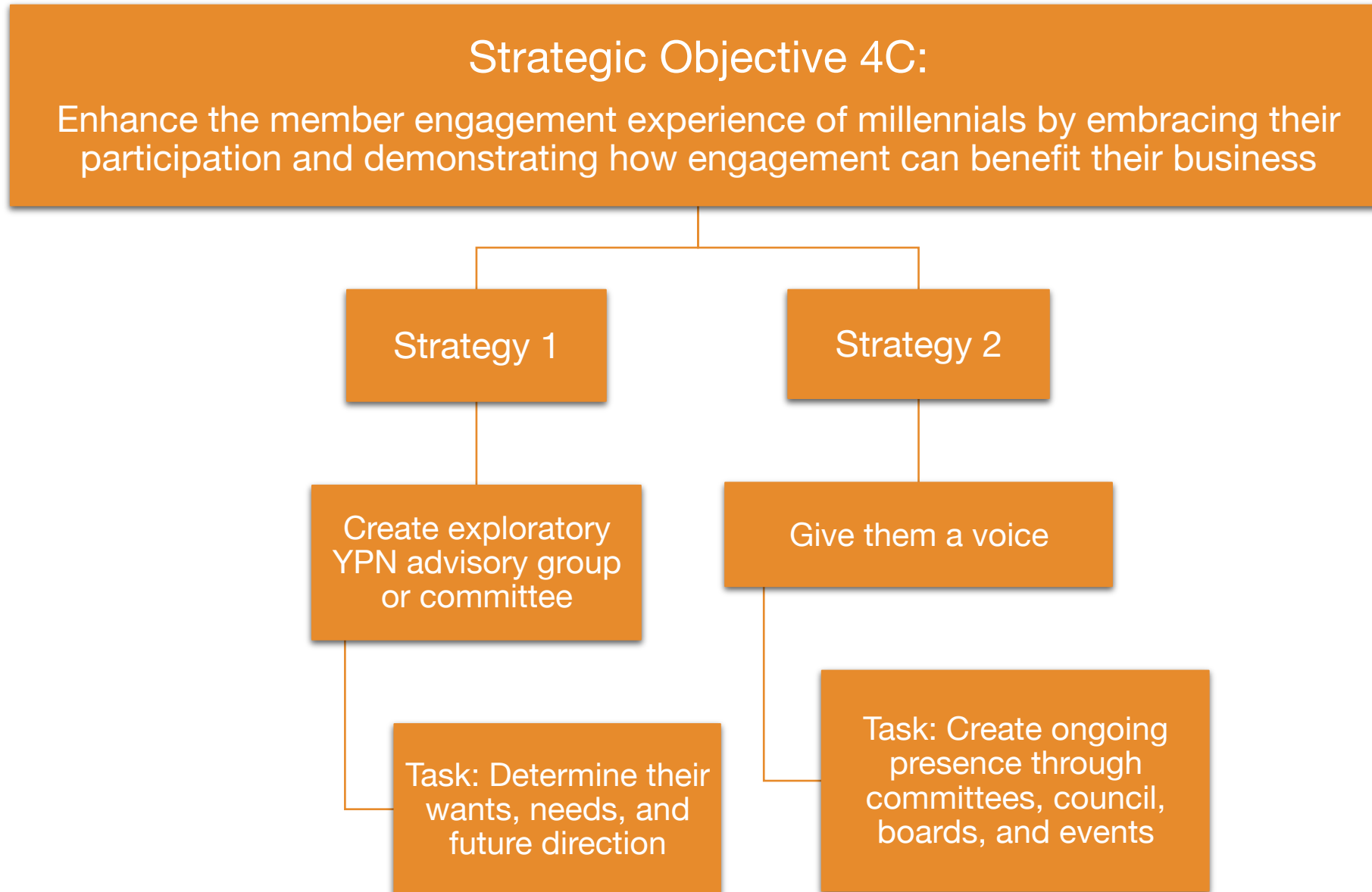
Professional Development: NJ Realtors® offers opportunities and resources to enhance professional and career development



Professional Development: NJ Realtors® offers opportunities and resources to enhance professional and career development



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Communications

Area #5



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Strategic Area #5: Communications - NJ Realtors® is the voice for real estate in New Jersey for consumers and its members

Strategic Objective 5A

- The public and communities understand the value of Realtors® and believe we are an integral part of all things real estate beyond the transaction experience

Strategic Objective 5B

- Members value the programs, products, services and quality of information that NJ Realtors® delivers

Communications: NJ Realtors® is the voice for real estate in NJ for consumers and its members

Strategic Objective 5A:

The public and our communities understand the value of Realtors® and believe we are an integral part of all things real estate



Communications: NJ Realtors® is the voice for real estate in NJ for consumers and its members

