



**Goal: Protect and Promote REALTORS® interests and private property rights through Advocacy and RPAC investment.**

Objective	Action Steps	Outcome
SAR is the source for information on regulatory, legislative and legal issues that affect members' profitability, the real estate industry, and home ownership	Advocate for public policy and legislation that supports REALTOR® and the rights of private property owners	
	Promote National and State Calls for Action RPAC & Gov. Affairs to survey and interview candidates on housing issues.	KAR CFA to SAR members "Protect the Deduction
	Monitor local policies for potential risk to real estate. RPAC & Gov. Affairs to survey and interview candidates on housing issues. Conduct member voter registration drive	Governmental Affairs attended public comment on Topeka Sign Code Ordinance. Monitor SHCO and Topeka Planning Department agendas for potential issues affecting our members
Achieve Advocacy requirements for Core Standards cycle.	Organize and complete 2 activities in each of the Vote, Act, Invest categories before the end of 2019 to meet Core Standards requirement	3 RPAC investment activities to date RPAC Committee Chair reports at Membership Meetings
Communicate benefits and importance of investing in RPAC to protect homeownership and members' business interests directly to members.	Expand communication efforts to consumers Community Relations working on Realtor® video  Provide graphics and educational materials for distribution and use by RPAC committee.	
Achieve SAR RPAC goals through member events, education, and participation.	RPAC Fundraisers: What's Your Beef Give-Away RPAC Madness for NCAA Tournament RPAC Bingo Wine and Beer Tasting event	RPAC Goal as of May: <u>46% of fundraising goal -<del>\$12,589.68</del></u> <u>61% of SAR members have invested in RPAC to date.</u>



## Goal 2: SAR is the Source for REALTORS® Success

Objective	Action Steps	Outcome
SAR is the first place REALTOR® members go for professional development and professional resources.	Expand educational and professional development offerings that develop members' skills, professionalism, and profitability	
	Achieve accreditation for CE Consider designation courses for members Form member education taskforce for relevant topics Promote NAR C2EX program Organize SAR Education Conference	SAR achieved status as an accredited CE provider in 2019 CE course offered at Education Summit Realtor Safety CE course Presented NAR C2EX program to Board of Directors and Brokers Promoted to membership through Facebook, email, newsletter and Paragon homepage All day Education Summit
Develop a Leadership Development Program to identify and cultivate future leaders		



### Goal 3: REALTORS® Members See Value in Their Association Membership

Objective	Action Steps	Outcome
SAR members are engaged and recognize the tools, value, and resources provided by membership.	<p>Quarterly membership meetings with valuable topics Enlist Brokers as partners in member engagement</p> <p>Offer services and tools that members want that develop skills and provide value</p>	<p>KAR Legislative Updates KREC and Legal panel Realtor Safety CE 2020 Kansas Housing Forecast and Opportunity Zones: Stan Longhofer and Curtis Sneden Broker Power Point presentations for training and sales meetings: Mediation Clause in SAR Contract, Data Security Toolkit. Broker Forums</p>
	Routinely measure members satisfaction and value of their membership through the members survey.	<p>2019 Survey complete and working on summary report Paragon training from Black Knight Trainer Weekend and evening training for part-time agents Homesnap training in offices, evening and Saturday sessions Office Admin Roundtable Education Summit Lunch and Learns</p>
New Member Orientation as engagement tool to promote member benefits.	<p>Utilize YPN throughout the year for the new member discussions and roundtables on tools, RPAC, member benefits, etc. Face to face new member orientation in 2020</p>	
Professional, informed, and skilled staff for the best member experience.	Provide professional development opportunities for staff	<p>Black Knight Users Group Homesnap Train the Trainer AEI for CEO and Asst. CEO KAR AE Day National meetings for AE</p>
Effective and consistent communication to members.	<p>regular video or blog done by the President on issues and board projects. Newsletter communication on industry trends</p>	<p>Monthly member newsletter communication on industry trends Broker newsletter Use of Paragon notification tool for important announcements Use of video to promote Ed Summit and 2020 volunteer sign up</p>
Effective Professional Standards program	Professional Standards Admin Training attended by staff and 3 Professional Standards committee members	



## Goal 4: SAR is a Valued Partner in Local Government and the Community

Objective	Action Steps	Outcome
<p>Local and county agencies look to SAR as a resource for affordable housing, growth &amp; development, and economic issues involving real estate.</p>	<p>Application for NAR for Housing Study Grant Partner with city and county agencies for projects that promote housing and the REALTOR® presence in the community.</p>	<p>CEO presentation on local housing market at the Topeka Partnership Economic Outlook Conference</p> <p>Local Realtors® invited to participate in Topeka Housing Study Stakeholders meeting</p> <p>CEO on Topeka Housing Study Steering Committee</p>
		<p>Awarded \$5000 NAR Housing Study Grant</p> <p>HHCI sponsor</p> <p>Boys &amp; Girls Club</p> <p>Realtors on Momentum 2022 Quality of Place Workgroup.</p>
<p>Increase SAR's community investment and visibility with participation in community projects and volunteer opportunities.</p>	<p>Use SAR Committees to organize community engagement and volunteer activities for positive exposure of REALTOR® members</p> <p>Attend and volunteer in local events that support this initiative, ie. Neighborhood Improvement Association opportunities</p>	<p>Habitat Build</p> <p>Nancy Perry Day of Caring</p> <p>Boys &amp; Girls Club Stuff the Bus</p>
<p>Improve communication and relationships with public officials.</p>	<p>NAR publication "On Common Ground" distributed to city and county officials twice a year.</p> <p>Share real estate market reports and industry news with elected leadership and chamber officials.</p>	<p>Lunch &amp; Learn on Property Code Violations by head of code enforcement</p> <p>L&amp;L by Shawnee County on tax sales</p> <p>2 roundtables on blighted property that included commercial brokers, city manager, Topeka Housing and Neighborhood Relations departments</p>
<p>Expand communication efforts to consumers.</p>	<p>Met with Tara Dimick TK Business</p> <p>Involve Community Relations Committee for ideas to reach consumers.</p>	<p>3 Radio segments on real estate topics : WIBW TK Business Live with Tara Dimick.</p> <ol style="list-style-type: none"> <li>1. Importance of using a Realtor. Difference between Realtor and licensee</li> <li>2. State and national legislative issues impacting real estate and realtors</li> <li>3. Difference between Commercial and residential realtors</li> </ol> <p>Video promoting benefits of using Realtor®</p>