

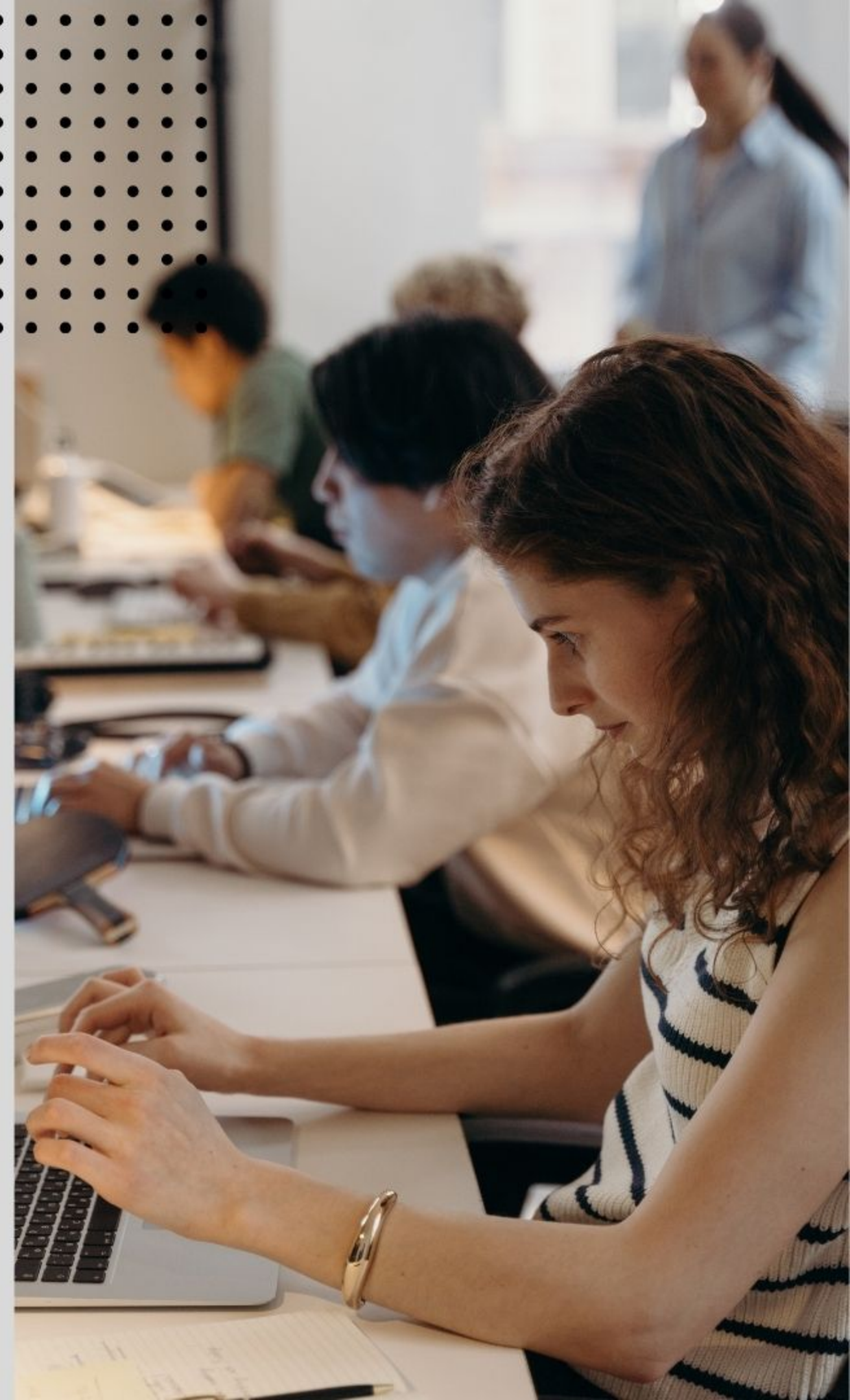
**2020  
2025**

**REALTORS<sup>®</sup>**  
**ASSOCIATION**  
*Opening Doors Since 1923*



of  
LAKE & SUMTER  
COUNTIES

# Strategic Working Plan



# Mission

**REALTORS Association of Lake & Sumter Counties, Inc. is to be the LEADER in our industry and the VOICE of REAL ESTATE in our community by PROVIDING EXCEPTIONAL EDUCATION and SERVICES to our members.**





# Table of Contents

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**1.Mission**

**2. Priorities**

**3.Strategic  
Priority 1**

**4.Strategic  
Priority 2**

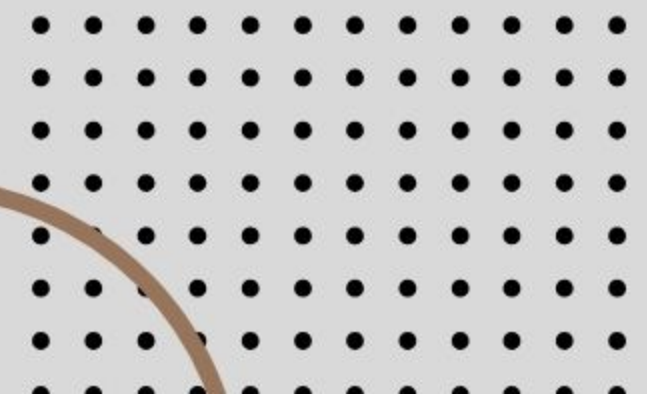
**5.Strategic  
Priority 3**

**6.Strategic  
Priority 4**

**7.Strategic  
Priority 5**

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## Priorities

- Advocacy
- Brand
- Culture
- Innovation
- Professionalism



# Strategic Plan Priority #1

## **Advocacy**

### **Objective:**

*As the Voice of Real Estate and the largest professional trade organization in our market, REALTORS Association of Lake & Sumter Counties, Inc. will position itself as the trusted resource to all levels of government as it relates to private property rights and REALTOR priorities.*





# Strategic Plan #1

## *Advocacy*

### **GOAL 1:**

*Maintain a local Key Contact program to increase member involvement in local political advocacy efforts, realizing the REALTOR stance and involvement in politics at a local, state, and national level.*





# Strategic Plan #1

## *Advocacy*

### **GOAL 1: Strategy**

- 1.1.1 - *Expand the Key Contact Program to include relationship-building initiatives with our elected officials.*
- 1.1.2 - *Roll out the findings and results to the Board of Directors prior to implementation.*
  - *Provide information, data, and statistics to raise awareness surrounding REALTORS and private property rights.*





# Strategic Plan #1

## *Advocacy*

### **GOAL 2:**

*Develop targeted public awareness campaigns surrounding REALTOR advocacy efforts.*





# Strategic Plan #1

## *Advocacy*

### **GOAL 2: Strategy**

- 1.2.1 - *Leverage educational videos starting with the Board of Directors*
  - *Boost by adding Board of Director curated videos.*
  - *Build a timeline of topics to cover throughout the year.*
- 1.2.2. - *Host Town Hall meetings bringing in elected officials to share updates.*
  - *Identify key strategic partners to build on relationships, including current candidates and electeds previously endorsed by RALSC.*





# Strategic Plan #1

## *Advocacy*

### **GOAL 2: Strategy**

- 1.2.3. *-Create a schedule of various elected officials to speak at monthly public policy meetings*
- 1.2.4 *- Offer to host chamber events for additional opportunities to share REALTOR victories with the local business community.*





# Strategic Plan #1

## *Advocacy*

### **GOAL 3:**

*Communicate the value of advocacy to increase RPAC contributions and maintain Triple Crown*





# Strategic Plan #1

## *Advocacy*

### **GOAL 3: Strategy**

- 1.3.1 - Reach out to current investors to encourage increasing their investment to an upper level.
  - Promote leveling up to 99 Club, Capital Club, and Statesman levels.
  - Connect with Fair Share members to encourage them to gain recognition in the 99 Club.
- 1.3.2 - Begin investment efforts at the beginning of the year, communicating the importance of RPAC efforts to members





# Strategic Plan #1

## *Advocacy*

### **GOAL 3: Strategy**

- 1.3.3 - *Recognize Major Investors across Navigator, website, and social media throughout the year*
- 1.3.4 - *Gain additional fundraising through innovative events.*
- 1.3.5 - *Increase member investment in RPAC at all levels annually.*







# Strategic Plan Priority #2

## ***Brand***

### **Objective:**

*REALTORS Association of Lake & Sumter Counties Inc. will build a strong community by fostering collaboration, support, and engagement among real estate professionals, empowering them to uplift and serve our communities.*



# Strategic Plan Priority #2

## ***Brand***

### **GOAL 1:**

*Focus on engagement with the RALSC brand and communicate its value to our members.*





# Strategic Plan Priority #2

## **Brand**

### **GOAL 1: Strategy**

- 2.1.1 - Build opportunities for the RALSC staff and Board of Directors to be present and available for members.
  - Meet members in person at their offices, at the association and at events.
  - Budget for and schedule one-on-ones with Brokers throughout the year.
- 2.1.2 - Maintain a "Broker Sales Meeting in A Box"
  - Curate relevant content and marketing collateral that can be co-branded for brokerages
  - Promotion across various channels and by Broker Ambassador.





# Strategic Plan Priority #2

## **Brand**

### **GOAL 1: Strategy**

- 2.1.3 - *Expand the distribution of the CEO report to Brokers in the RALSC Hub and Broker Blueprint including video updates, making the information more personal in nature and providing opportunities for connection.*
- 2.1.4 - *Design and offer branded marketing materials available to our members for purchase*
  - *Identify items to include and options for subtle branding opportunities such as shirts, jackets, umbrellas, cups, etc. by Q3 2025.*





# Strategic Plan Priority #2

## **Brand**

### **GOAL 1: Strategy**

- 2.1.5 - Share RALSC branded market stats via email, social media, etc. for members to share on their personal social channels to increase community awareness and engagement.
  - Determine feasibility and turnaround time of repurposing the market stats into animated videos to share for engagement.
- 2.1.6- Promote association committees, task forces, work groups, and ambassadors via videos showcasing their efforts





# Strategic Plan Priority #2

***Brand***

## **GOAL 2:**

*Become the real estate resource in the region by providing resources for consumers that communicate the value of RALSC, working with a REALTOR, and partnerships in the community.*





# Strategic Plan Priority #2

## **Brand**

### **GOAL 2: Strategy**

- 2.2.1 - *Share RALSC branded market stats via email, social media, etc. for members to share on their personal social channels to increase community awareness and engagement.*
  - *Determine feasibility and turnaround time of repurposing the market stats into animated videos to share for engagement.*
- 2.2.2 - *Identify key strategic partners and assign RALSC members to connect including Chambers and Lake 100*





# Strategic Plan Priority #2

## **Brand**

### **GOAL 2: Strategy**

- 2.2.3 - Create outreach and collaborate with larger strategic partners to showcase what our partners do on a daily basis and the benefits they bring to our community
  - (1) outreach per quarter in Lake and Sumter Counties including co-branding to recognize efforts in the community.
- 2.2.4 - Identify strategic media outlets and organizations to distribute information regarding the efforts of RALSC and our members' accomplishments.
  - Maintain a press release style drip campaign of press worthy information from RALSC including advocacy efforts/ wins, REALTOR successes for homeowners and the community, etc.





# Strategic Plan Priority #2

## *Brand*

### **GOAL 2: Strategy**

- 2.2.5 - *Develop a Brand Ambassador program of 50+ members by Q1 2026.*
  - *Target members and affiliates that have a strong social media presence to share RALSC content across their social channels to improve engagement and reach of the RALSC brand.*
  - *Identify specific noteworthy posts to push to the Brand Ambassadors to spread awareness.*





# Strategic Plan Priority #2

## *Brand*

**GOAL 3:** Increase participation in community engagement activities related to housing development annually.





# Strategic Plan Priority #2

## **Brand**

### **GOAL 3: Strategy**

- 2.3.1 - Review current community engagement initiatives in which RALSC is involved, ensuring they align with the goal of housing development.
  - Habitat for Humanity build, Waterway Cleanups, New Beginnings, etc.
  - Counter partnerships with Lake Cares and Sumter County outreach.
- 2.3.2 - Identify new opportunities for RALSC to participate in and provide service to housing development in our community.







# Strategic Plan Priority #3

## ***Culture***

### **Objective:**

*REALTORS Association of Lake & Sumter Counties Inc. is working to create a culture that invites engagement with our internal and external stakeholders.*



# Strategic Plan #3

## *Culture*

### **GOAL 1:**

*Identify the culture and linguistic makeup of RALSC and our service area annually.*





# Strategic Plan Priority #3

Culture

## GOAL 1: Strategy

- 3.1.1 - *Send digital surveys to poll members on their demographic information.*
- 3.1.2 - Utilize census data to determine the demographic makeup of the areas served by RALSC.
- 3.1.3 - Analyze data collected to identify cultural and linguistic areas of further development for our members.





# Strategic Plan #3

## *Culture*

### **GOAL 2:**

*Increase CIPS designations to 18 members by Q4 2025.*





# Strategic Plan Priority #3

Culture

## GOAL 2: Strategy

- 3.2.1 - *Align goals with NAR data on the typical number of expected designees by the size of RALSC*
- 3.2.2 - Hire a CIPS instructor and develop a timeline for course offering.
- 3.2.3 - Promote the value of obtaining a CIPS designation.
  - Gather information from CIPS designees on the benefits of CIPS designation.
  - Create and execute marketing campaign





# Strategic Plan #3

## *Culture*

### **GOAL 3:**

*Grow the number of C2EX endorsements to 10% of members by Q4 2027.*





# Strategic Plan Priority #3

Culture

## GOAL 3: Strategy

- 3.3.1 - *Develop a content calendar for promoting professionalism, The Code of Ethics, and the value of proposition of gaining C2EX endorsement.*
  - *Gather testimonials from agents that are C2EX endorsed.*
  - *Create and execute a marketing plan.*
- 3.3.2 - *Engage Brokers to promote the endorsement to their members, which includes The Code of Ethics.*
- 3.3.3 - *Promote the endorsement by cross marketing to members that have designations and certifications.*





# Strategic Plan Priority #3

## *Culture*

### **GOAL 4:**

*Strengthen relationships with Brokers through engagement efforts and annual Broker Summit with a goal of 10% of Brokers attending by Q4 2026.*





# Strategic Plan Priority #3

Culture

## GOAL 4: Strategy

- 3.4.1 - Utilize Broker Ambassador and staff to visit brokerages to identify needs and share information and resources.
- 3.4.2 - Develop a framework for meetings to provide the greatest value to Brokers, enticing them to return for future meeting involvement.
- 3.5.3 - Research NAR grant opportunities available to assist in hosting broker meetings.
- 3.6.3 - Determine if there is an opportunity to leverage the NAR Center for REALTOR Financial Wellness program.







# Strategic Plan Priority #4

Innovation

## **Objective:**

*REALTORS Association of Lake & Sumter Counties Inc. will continue to adapt and respond to our ever-changing market for growth and evolution of practices.*



# Strategic Plan #4

## *Innovation*

### **GOAL 1:**

*Grow REALTOR and affiliate members by 6% net year over year through increased recruiting efforts.*





# Strategic Plan Priority #4

Innovation

## GOAL 1: Strategy

- 4.1.1 - *Identify opportunities to meet member candidates where they are through bilingual posts on social media and course offerings.*
- 4.1.2 - Implement by Q1 2026 a per-licensing scholarship/rebate opportunity for those who complete a new member mentoring program and other predetermined criteria.
  - Strategically promote at high school career days, career fairs, and social media





# Strategic Plan Priority #4

Innovation

## GOAL 1: Strategy

- 4.1.3 - *Increase social media postings and presence in the surrounding region promoting RALSC as the go-to-association for REALTORS.*





# Strategic Plan #4

## *Innovation*

### **GOAL 2:**

*Identify opportunities to increase non-dues revenue by 5% year over year.*





# Strategic Plan Priority #4

Innovation

## GOAL 2: Strategy

- 4.2.1 - Promote the RALSC building for rental opportunities to affiliates and outside organizations.
  - Determine if capital improvements of form and function of the space are needed to provide true value to users.
- 4.2.2 - Host profitable events for the community
  - Utilize surveys to identify types of events that would draw interest from those in the area
  - Develop a calendar of events to be held throughout the year, developing robust marketing plans for each to ensure high attendance.





# Strategic Plan Priority #4

Innovation

## GOAL 2: Strategy

- 4.2.3 - *Actively seek additional non-competing sponsorship opportunities from industries not typically identified as real estate specific, such as car dealerships and builders.*





# Strategic Plan Priority #5

## *Professionalism*

### **Objective:**

*REALTORS Association of Lake and Sumter Counties will provide our members with the tools they need to be professional, profitable, and productive.*





# Strategic Plan Priority #5

## ***Professionalism***

### **Goal 1:**

*Increase business development growth opportunities quarterly for members that focus on profitability, financial wellness, and communication.*





# Strategic Plan Priority #5

Professionalism

## GOAL 1: Strategy

- 5.1.1 - Survey members and new members to identify needs for business development offerings.
  - Explore the desire for course offerings surrounding understanding business taxes, communication, financial wellness, work/life balance, and mental health.
- 5.1.2- Plan annual trips to FREC to aid in professionalism. '
  - Provide a streaming option at the association for those members who are unable to attend.





# Strategic Plan Priority #5

Professionalism

## GOAL 1: Strategy

- 5.1.3 -Leverage Florida REALTORS professional development videos, case studies, and materials to provide members with additional methods to increase professionalism.





# Strategic Plan Priority #5

## *Professionalism*

### **Goal 2:**

*Implement DEI program to meet NAR requirements by 2025.*





# Strategic Plan Priority #5

Professionalism

## GOAL 2: Strategy

- 5.2.1- *Develop and utilize pre-built courses to enhance the 2025 available courses.*
  - *FairHaven, At Home With Diversity, etc.*
- 5.2.2 - *Create a marketing campaign surrounding the implementation of new DEI course offerings to raise member awareness of the options available to them at the local level.*
  - *Provide brokers with a list of DEI courses available to distribute and promote at the brokerage level.*





# Strategic Plan Priority #5

Professionalism

## GOAL 3

Enhance RALSC's technology education by providing relevant courses and hands-on training opportunities.





# Strategic Plan Priority #5

Professionalism

## GOAL 3: Strategy

- 5.3.1- *Expand technology class offerings and introduce bootcamps to ensure members are informed of evolving industry trends.*
- 5.3.2- *Explore bringing in tech support representatives for mini seminars and Q&A sessions.*
  - *Florida REALTORS Tech Hotline representative can share frequently asked questions.*







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