



EPCAR STRATEGIC PLAN 2013

MISSION STATEMENT

EPCAR promotes ethical behavior, provides quality education to members, & protects private property rights

VISION STATEMENT

EPCAR is recognized as the voice of real estate for ethical, professional, and technologically advanced real estate services as well as being the public advocate for its members and the consumers they serve

OBJECTIVE 1: Redesign association headquarters to create a more robust Association Headquarters.

Accountable: Building Task Force/Board of Directors

Time line: Current-January 1, 2014

Strategies:

1.1 Finalize blueprints and RFP for contractors. Ensure inclusion and on ADA requirements and parking areas. Create strategy for all code enforcement issues.

Accountable: Building Task Force

Time line: December 1, 2012

1.2 Create interior design plan and landscaping proposals which include a furnishing budget, signage plans, and possible sponsorship brick walkway to highlight donors. Amend the budget to reflect new needs of the building and create a building fund.

Accountable: Building Task Force

Time line: January 1, 2013

1.3 Complete all renovations and host a grand opening/open house to highlight the improvements to the membership and community. Include a time capsule for historical purposes.

Accountable: Building Task Force/Board of Directors

Time line: December 31, 2013

1.4 Establish a Building Committee to oversee and assist maintenance of the facility. Committee to identify groups and uses of the building for non-dues revenue and member and community outreach.

Accountable: President

Time line: January 1, 2014

OBJECTIVE 2: EPCAR enhances relationships between the association and its members.

Accountable: Staff, Board of Directors, Committee Chairmen

Time line: Ongoing

Strategies:

2.1 Conduct a member survey to ascertain member's needs and wants as well as identify member recognition of EPCAR services. Appoint a task force to compile the results and submit recommendations to the Board of Directors.

a. Include a broker specific page for inclusion of recommended names for leadership positions.

Accountable: President, Task Force

Time line: October 1, 2012

2.2 The A. E. schedules and meets personally with Broker/Owners in their offices routinely to maintain a relationship and identify future leaders.

Accountable: AE

Time line: Ongoing

2.3 EPCAR enhances both its education offerings and overall member's services by including the following opportunities:

a. new member packet which starts a relationship for future leader identification

b. revamp new member orientation at orientation as needed.

c. Swear in new members at general membership meetings.

d. Require new members to attend the next General Membership Meeting to receive Realtor pin.

Accountable: AE/Board President

Time line: January, 2013

2.4 EPCAR to improve its technical course offerings

Accountable: AE/Professional Development Committee

Time line: Ongoing

2.5 EPCAR will offer classes for members on investing and retirement for independent contractors

Accountable: AE/Prof. Development Chmn.

Time line: Ongoing

OBJECTIVE 3: EPCAR maintains and enhances its involvement in local politics.

Accountable: Government Affair Committee

Time line: Ongoing

Strategies:

- 3.1** Increase EPCAR involvement in Community Development Groups
 - a. Strive to budget for increasing membership in all Chambers of the EPCAR jurisdiction and encourage membership involvement.
 - b. Improve communication between chamber and EPCAR.
 - c. Create a presence in the Winter Haven Economic Development Council
 - d. Identify a consistent attendee at the Central Florida Development Council
 - e. Increase interaction between EPCAR and PCBA.
- 3.2** Increase political awareness and support involvement of EPCAR members in local politics.
 - a. Support member participation in local elections when in best interest of EPCAR
 - b. Encourage additional member involvement and attendance at City/County Planning Boards.
 - c. Educate members on Call to Action and incentivize participation, increase response rate by 10%.
 - d. Promote Broker Involvement Program
 - e. Create Key Contact Program for local political officials.
- 3.3** Promote participation if Florida Realtors Legislative Days
- 3.4** Further enhance RPAC participation in partnership with Florida Realtors.
- 3.5** Link and promote contact information for local officials.

OBJECTIVE 4: EPCAR expands its presence in social media and other electronic mediums.

Accountable: AE & staff

Time line: Immediately

Strategies:

- 4.1** Work with staff to enhance use of technology and work on driving members to the homepage.
Accountable: Board of Directors
Time line: 2012
- 4.2** Maintain and encourage more communication with the Technology Committee
Accountable: President
Time line: Ongoing
- 4.3** EPCAR will enhance the homepage through RAMCO rollout. Pursue non-dues revenue from it.
Accountable: Staff/Technology Chair
Time line: Ongoing
- 4.4** Create and maintain a presence in social media like Twitter and Facebook.
Accountable: Staff/Technology Chair
Time line: December 2012
- 4.5** EPCAR will highlight an affiliate each week on the website
Accountable: AE/Staff
Time line: Ongoing
- 4.6** Website will have a link to Business Partner websites
Accountable: AE/Staff
Time line: January, 2010
- 4.7** Website will display an enhanced calendar highlighting ongoing events.
Accountable: AE/Staff
Time line: January, 2010

OBJECTIVE 5: EPCAR will enhance the image of the REALTOR® to the public.

Accountable: REALTOR® Image Committee

Time line: Ongoing

Strategies:

- 5.1** EPCAR, or its representatives, will participate in a minimum of 4 community events per year
Accountable: REALTOR® Image Committee (RIC)
Time line: Ongoing
- 5.2** EPCAR will engage the media by supplying content to local news outlets on ongoing events, member accomplishments and real estate statistics. The RIC will create a communications subcommittee to establish this process.
Accountable: President/RIC
Time line: Ongoing
- 5.3** EPCAR will continue to hold classes on the Code of Ethics and Professionalism
Accountable: Professional Development Committee
Time line: Ongoing
- 5.4** EPCAR will engage efforts with Habitat for Humanity on the local, state and national levels.
Accountable: President/RIC
Time line: Ongoing