

Those attending: Hank Adams Fred Gainey Don Harris Neal Johnson
Staff: Jerry Panz

President Neal Johnson called the meeting to order at 8:30 AM. All members received notice of the meeting. The 2017 Strategic Plan was reviewed (attached).

By Consent, the following was approved:

- 1) Consent Agenda (pages 2-5)
- 2) Recommending to the Board of Directors that they approve the attorney-drafted amendment to the Bylaws: Orientation: Article XI, Section 4:
 - a) **Applicants for Director** Applicants for Director must have been a REALTOR® for at least two years prior to taking office. **All Directors shall complete the Orientation for the Board of Directors prior to being installed as a Director.**
 - b) **Applicants for an Officer** Applicants for an officer position must have been a REALTOR® for at least two years prior to taking office and must have served on the Board of Directors within the last five years. **All Officers shall complete the Orientation for the Board of Directors prior to being installed as a Director.**
 - c) **Voting** Voting for selection of nominees shall be by a secret ballot administered through an Internet voting program. The ballot shall contain the names of all candidates and the offices for which they are nominated. The election of officers and directors shall be by plurality vote. On-line voting shall close just prior to the Annual Meeting. In case of a tie vote, the issue shall be determined by lot. The president shall inform the membership of the results of the balloting.
(Amended 03-18-04; 12-03-08)

Section 5. Vacancies And Removal From Office **In order to be an Officer or Director each must complete on an annual basis the Orientation for the Board fo Directors.** If a vacancy arises for any elected or appointed position, then said vacancy may be filled by a simple majority vote of the Board of Directors.

RATIONALE: This recommendation is from attorney Bob Cherry. Additionally, Core Standards, Question 56 **requires** the following: *Associations will annually provide resources for or access to leadership development education and/or training for their elected REALTOR® leaders, and will document the training, tools, programs, and resources they offer or provide access to. Please explain/describe at least one leadership development training/education opportunity the association made available to their elected REALTOR® leaders during the current compliance cycle.* Examples are then attached to the Certification.

- 3) Recommending that the Board approve selling branded items with Cape Fear REALTORS® with the proceeds going to the Wilmington REALTORS® Foundation.
- 4) Recommending that the Board adopt Option 1 of the **RealSatisfied** proposal.

There being no further business the meeting adjourned at 9:55 AM.

Submitted,

Jerry S. Panz, CAE, RCE
Secretary

Consent Agenda

May 12, 2017

Approval of:

- 1) New members, resignations, terminations and notice of reinstatements and transfers (pages 2-5)

Member Totals As of	Apr 13	Mar 14	Feb 9	Jan 2017	Dec 13	Nov	Oct	Sept	Aug	July	June	May 10	Apr 10
Designated REALTORS®	395	394	380	365	387	389	395	396	397	396	402	398	398
REALTORS®	1,773	1,736	1,703	1,651	1,709	1,710	1,722	1,708	1,699	1,659	1,633	1,614	1,628
Subtotal	2,168	2,130	2,083	2,016	2,096	2,099	2,117	2,104	2,096	2,055	2,035	2,013	2,026
Non REALTOR®	34	29	32	50	36	35	30	31	31	29	31	30	31
Secondary REALTORS®	88	85	88	83	87	86	85	84	77	74	79	82	74
Business Partner	134	131	136	133	133		136	134	131	132	131	131	131
Total	2,424	2,375	2,339	2,282	2,352	2,354	2,368	2,353	2,335	2,290	2,276	2,256	2,262

Membership Report:

BUSINESS PARTNERS

Phillip Barnes, Inside Out Homes Inspections of NC
 Joe Berner, Bug-N-A-Rug Exterminators
 Michael Bohonicky, PNC Mortgage
 Jack Brandon, Jack Brandon Media
 Cecilia Chittick, Home Inspection Professionals – H.I.P.
 Matty FitzGerald, MVB Mortgage
 Aaron Koenig, PNC Mortgage
 Wendy McCoy, Stearns Home Loans
 Bill Rowe, Le’ Ro Enterprises HVAC
 Jeffery Thompson, J&M Home Inspection LLC

DESIGNATED REALTORS®

Rodney Baker (Secondary), H&H Homes Realty LLC
 Olivia Beasley (Secondary), Pinnacle Real Estate Group
 Geoff Brown, Home Seller Connect
 Kelly Diard (Secondary), Lionstone Realty LLC
 Jammie Garlock (Secondary), JG Homes
 Joan Gerity, Advantage Rentals
 Evan Hall, Hall Realty
 Jessica Keenan, Coastwalk Real Estate
 Cheri King, King Properties Unlimited, Inc.
 Greg Kirby, Pulte Home Company LLC
 Carole Legrain, Porters Neck Real Estate LLC
 Haley Lindsay (Secondary), The Estates Real Estate Group

Gary Moore, Hanover Real Estate Partners
 Andrew Odom, SECU*RE INC
 John Tartaglione, Sold Buy The Sea Realty
 Chris Walker, Walker Appraisals
 LaDane Williamson, LaDane Corporation
 Wen Zheng (Secondary), Suncoast Homes Realty

NEW OFFICE

H&H Homes Realty LLC
 Hall Realty
 Hanover Real Estate Partners
 Home Seller Connect
 JG Homes (Secondary)
 King Properties Unlimited, Inc.
 LaDane Corporation
 Lionstone Realty LLC
 Pinnacle Real Estate Group
 Porters Neck Real Estate LLC
 Pulte Home Company LLC
 SECU*RE INC
 Suncoast Homes Realty (Secondary)
 Walker Appraisals

NEW REALTOR® MEMBERS

Gerardo Andrade, Buyer’s Choice Realty LLC
 Nancy Armano, Keller Williams Realty

Carolyn Aubitz, Century 21 Sweyer & Associates
Cara Banks, Fonville Morisey & Barefoot
Arnold Beermann, Keller Williams Realty
Matthew Bell, Century 21 Sweyer & Associates
Margaret Bennington, Coldwell Banker Sea Coast Advantage
Virginia Berglund, Delmar Properties LLC
Charles Best, Coldwell Banker Sea Coast Advantage
Trecia Blevins, Wilkinson ERA Real Estate
Nell Bott, Coldwell Banker Sea Coast Advantage
Linda Brett-Kell, Regina Drury Real Estate Group
Lindsey Bridges, Coldwell Banker Sea Coast Advantage
Wiley Brown, Keller Williams Realty
Gloria Bryan, Simpson Real Estate Group Inc.
Jennifer Bryant, Coldwell Banker Sea Coast Advantage
Mitchell Bullington (Secondary), LaDane Corporation
Jeanne Campbell, BlueCoast Realty Corp.
Andres Campillo, Cardoso & Company
Christine Carr, Coldwell Banker Sea Coast Advantage
Thomas Caruso, Century 21 Sweyer & Associates
Brenda Coe, Associated Realty, Inc.
Julia Connell, Network Real Estate
Jeffrey Cook, RE/MAX Essential
Paul Corcoran, Brunswick Forest Realty, LLC
James Cox, Coldwell Banker Sea Coast Advantage
Cynthia Curley, Keller Williams Realty
Ashley Dance, Coldwell Banker Sea Coast Advantage
Dennis Dawson, Spot Real Estate, LLC
Mary DeAngelis, Coldwell Banker Sea Coast Advantage
Lucie Desrochers (Secondary), Fathom Realty NC, LLC
Todd Dillon, RE/MAX Essential
Guy Dodge, Intracoastal Realty Corp.
Brenden Donovan, Hanover Real Estate Partners
Lyssa Dorsay, Intracoastal Realty Corp.
Amy Feller, Keller Williams Realty
Wendy Foster, RE/MAX Essential
Jack Frommelt, Century 21 Sweyer & Associates
Michael Gallo, Coldwell Banker Sea Coast Advantage
Morgan Gardner, Coldwell Banker Sea Coast Advantage
Alisa Groves, Coldwell Banker Sea Coast Advantage
Daniel Haley, Network Real Estate
Nancy Hawks, Coldwell Banker Sea Coast Advantage
Leanna Hoffman, Coastal Realty Associates LLC
Tiffany Howard, Coldwell Banker Sea Coast Advantage
Robert Huckabee IV, Sea Scape Properties
Gregory Jeffreys, Keller Williams Realty
Dora Jernigan, Simpson Real Estate Group Inc.
Donna Lamm, Clinton Realty Co.
Kelli Lazzaro, Landfall Realty, LLC
Brittany Lewis, Intracoastal Realty Corp.

Christopher Lopata, RE/MAX Essential
Emily Luther, The Lanier Property Group, Inc.
Jacqui May, Do Good Real Estate
Annette Miller, Bryant Real Estate
Amber Moles, Keller Williams Realty
Aaron Montgomery, Intracoastal Realty Corp.
Julie Moore, Sold Buy the Sea Realty
Kyle Moore, Cape Cottages Realty
Kimberly Murray, Sold Buy the Sea Realty
Timothy Murray, Sold Buy the Sea Realty
Robert Newman, Coldwell Banker Sea Coast Advantage
Laura Olszewski, Keller Williams Realty
Lloyd Reynolds, Four Points Realty Inc.
Stoffle Riffle, Keller Williams Realty
Michelle Roberts, Keller Williams Realty
Brandon Rougeau, Spot Real Estate, LLC
Twyla Satterfield, Coldwell Banker Sea Coast Advantage
Matthew Sawyer, Keller Williams Realty
Joshua Sedbrook, Coldwell Banker Sea Coast Advantage
Kaitlyn Senior, NextHome Cape Fear
Debra Sharp (Secondary), Keller Williams Realty
Ty Shaw, Keller Williams Realty
Claudia Sherman, Century 21 Sweyer & Associates
Marian Shiflet, Intracoastal Realty Corp.
Virginia Simmons, Intracoastal Realty Corp.
Nancy Smyrski, Keller Williams Realty
Deborah Snyder, Intracoastal Realty Corp.
Stephen Spaulding, D.R. Horton, Inc.
Suzanne Spell, Intracoastal Realty Corp.
Don Spiers, Coldwell Banker Sea Coast Advantage
Marian Stafford (Secondary), EXP Realty, LLC
Judith Stansfield, Coldwell Banker Sea Coast Advantage
Julie Stephenson, Eastern Carolinas Commercial
Mark Steward (Secondary), The Property Shop
Kelli Taylor, Blue Water Realty
Donald Wagner, Coastwalk Real Estate, LLC
Douglass Wales, RE/MAX Essential
Sara Ward, White Sand Realty
Samantha Warden, RE/MAX Essential
Bobbie Warthman, Oceanic Realty
James Watson, Keller Williams Realty
Denise Willey, Century 21 Sweyer & Associates
Basil Williams, Keller Williams Realty
John Williams, Keller Williams Realty
Cassie Williamson, Coldwell Banker Sea Coast Advantage
Jan Windsor, RE/MAX Essential
Morgan Wininger, Century 21 Sweyer & Associates
Thibault Worth (Secondary), Lionstone Realty LLC
Kathleen Yllanes, D.R. Horton, Inc.

REINSTATEMENTS

Robert Ashmore, Keller Williams Realty
Jennifer Browne, Coastwalk Real Estate
Janice Dortch, Regina Drury Real Estate Group
Morgan Jacobs, Property Plus Carolina
Pete Mairs, Live Oak Real Estate
Paul Martin, Coastal Properties
Eric Radford, Live Oak Real Estate
Lisa Sanders, Fathom Realty NC, LLC
Dana Swinson, Wilkinson ERA Real Estate
Jarvis Wise, Tregembo & Associates Realty

RESIGNATIONS

Stephanie Bandy, Coldwell Banker Sea Coast Advantage
Mary Claire Caine, Century 21 Sweyer & Associates
Sam Calvert (Secondary), Coastal Properties
Susan Clark, Keller Williams Realty
Gail Cowan, Coldwell Banker Sea Coast Advantage
Faye Curren, Coastwalk Real Estate, LLC
Janice Dortch, Regina Drury Real Estate Group
Lisa Fuller, Neighbour Realty & Associates
Pamela Godfrey (Secondary), The Estates Real Estate Group
Emily Gould, Live Oak Real Estate
Brian Hargrove (Secondary), Homesnap
Melanie Huber, Century 21 Sweyer & Associates
Judy Joye, Holliday Vacations, Inc.
Richard Knowles, Coldwell Banker Sea Coast Realty
Shawndy Linqvist, Coastwalk Real Estate, LLC
John McCorkle, Coldwell Banker Sea Coast Advantage
Fred Mills, Wilkinson ERA Real Estate
Renatta Muse, Century 21 Sweyer & Associates
Jeb Paarfus, Century 21 Sweyer & Associates
Brynn Phillips, Fonville Morisey & Barefoot
Wendy Raubenheimer, Intracoastal Realty Corp.
Heather Reichman, Keller Williams Realty
Sheryl Rice, Intracoastal Realty Corp.
Beth Ann Scisco, Century 21 Sweyer & Associates
William Shirley, Coldwell Banker Sea Coast Advantage
William Somers, Wilkinson ERA Real Estate
Timothy Smith, Intracoastal Realty Corp.
Dana Swinson, Wilkinson ERA Real Estate
Page Teer, Landmark Sotheby's International Realty
Kyle Thornton, Keller Williams Realty
Cynthia Vach, The Pier House Group

TRANSFERS

Tina Abraham, Coldwell Banker Sea Coast Advantage
Anne Adams, Coldwell Banker Commercial SCP

Elizabeth Bianchini, Coldwell Banker Sea Coast Advantage
Jane Blackmon, Intracoastal Realty Corp.
Maradith Brown, Azalea Realty, Inc.
Peggy Canady, The Butler Firm
Gabriela Clontz, Landmark Sotheby's International
James Conlon, Intracoastal Realty Corp.
Nathaniel Criss, Keller Williams Realty
Sam Crittenden, Landmark Sotheby's International
James Curley, Keller Williams Realty
Clay Draughon, Draughon Realty & Appraisal
Mickayla Earp, Property Plus Carolina
Pamela Fasse, Century 21 Sweyer & Associates
Aaron Favolise, Coldwell Banker Sea Coast Advantage
Braxton Fussell, Coldwell Banker Sea Coast Advantage
Timothy Gardner, Intracoastal Realty Corp.
Paul Grant, Wilkinson ERA Real Estate
Kathy Greer, Coastwalk Real Estate, LLC
Kevin Hine, Threshold Realty Corp.
Mary Johnson, Coldwell Banker Sea Coast Advantage
Pamela Jorgenson, Coastal Select Properties
William Kilchenman, Keller Williams Realty
Richard Knowles, Coldwell Banker Sea Coast Advantage
Christy Kramer, Latitude 34 Realty
Mary Kruszon, BlueCoast Realty Corp.
Chuck Mapson, Just For Buyers Realty, LLC
Andrew Masucci, Century 21 Sweyer & Associates
Corinne Matesic, JG Homes Inc.
Lee Midgett, Wilkinson ERA Real Estate
Alexis Milas, Coldwell Banker Commercial SCP
James Perrow, Intracoastal Realty Corp.
Diane Nelson, Century 21 Sweyer & Associates
Sara Pleasant, Clinton Realty Co.
Haley Puma, Keller Williams Realty
Robert Quinn, BlueCoast Realty Corporation
Peyton Robbins, Keller Williams Realty
James Rolquin, Coastal Properties
Monica Rolquin, Landmark Sotheby's International
Mary Sanchez, Keller Williams Realty
Eliza Santos, RE/MAX Essential
Densay Sengsoulavong, RE/MAX Essential
Beth Siegel, Coastal Realty Associates, LLC
Laurie Smith, Coldwell Banker Sea Coast Advantage
Elsa Sutkevich, Sold Buy the Sea Realty
John Taylor, Coldwell Banker Sea Coast Advantage
Michelle Taylor, Coldwell Banker Sea Coast Advantage
Stephanie Tomlinson, Wilkinson ERA Real Estate
Caroline Watkins, BlueCoast Realty Corporation
Molly Wheeler, Coldwell Banker Sea Coast Advantage
Joy Williams, Coldwell Banker Sea Coast Advantage

Michael Wolf, Neighbour Realty & Associates

TERMINATIONS

Morgan Jacobs, Property Plus Carolina
Thomas Karras, Agent Ace North Carolina, LLC

TERMINATIONS (Failure to complete online orientation/ New Member Reception)

James Doster, Intracoastal Realty Corp.
Paul Martin, Coastal Properties
Ashley Trivette, White Sand Realty
Jarvis Wise, Tregembo & Associates Realty

TERMINATIONS (FAILURE TO RESIGN/TRANSFER IN 30 DAYS)

Randy Alford, Coldwell Banker Sea Coast Advantage
Ryan Aughenbaugh, Intracoastal Realty Corp.
Robert Galisin, Coastwalk Real Estate, LLC
Katherine Lofthus, Century 21 Sweyer & Associates

TERMINATIONS (Inactive License)

John Jarvis, Threshold Realty Corp.

Staff notices the names of those whose membership may be terminated to the President.

<p style="text-align: center;">END OF CONSENT AGENDA</p>
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2017 Strategic Plan

Wilmington Regional Association of REALTORS®

Vision

The vision is a statement of what ideally the organization wants to be or what it wants to create for its members; it clearly prioritizes the values that the organization wants to realize in the future. The vision of the Wilmington Regional Association of REALTORS® is:

To be the premier, innovative resource and advocate for real estate.

Mission

The Mission Statement specifies the fundamental reasons for the existence of the Association, establishes the scope of organization activities and provides overall direction. WRAR's mission is:

To ensure an optimal consumer experience by supporting and enhancing the careers of our members.

To ensure that our members have all the tools they need to best represent their customers and clients, the needs of the community and the county.

To promote a superior consumer experience by providing our members with advanced educational opportunities and professional support.

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GOAL 1: To provide quality educational opportunities which benefit our members.

<p>Goal 1: Objective 1A: Continue providing risk management information to all members.</p>	<p>Staff: CIO, CEO</p>	<p>Professional Development Committee Business Skills Work Group is responsible for Morning Buzz and Lunch and Learn: Offer risk reduction and Hot Topic program(s) locally. Rationale for Change: President appointed a task force of educational specialist who would focus on core business skills for brokers. The PDC Committee was eliminated.</p>	<p>Surveys to attendees with goal of 3.5 satisfaction score.</p>
	<p>Staff: CEO</p>	<p>Signature Series: Focused skills-based seminars for brokers. Staff will find national or international speakers for presentation in February.</p>	<p>Surveys to attendees with goal of 3.5 satisfaction score</p>
	<p>Staff: DM, CEO</p>	<p>Best Practices: Two videos will be produced. Made available to members but also incorporated into New Member Orientation.</p>	<p>CFR will collaborate with NC REALTORS®; however, NC REALTORS® is responsible for the timeline to complete this (12-15-2016).</p>
<p>Goal 1, Objective 1B: Continue offering CE and designation courses.</p>	<p>Staff: CED, DM</p>	<p>See CE Worksheet in Budget: Goal, earn not less than \$35,000</p> <p>Provide timely notification of Biennial Code of Ethics Training requirement.</p>	<p>Survey/evaluations emailed to the attendees after each class.</p> <p>Promoting new course: Navigating the Transaction Minefield for Biennial Code requirement. Also have agreement with NC REALTORS® to have all GRI classes available in Wilmington. March Financials show net income at \$19,000+</p>
<p>Goal 1, Objective 1C: Provide quality online Orientation and promote REALTOR® Safety</p>	<p>Staff: CEO, DM</p>	<p>Online Orientation class will be updated and expanded to include Best Practices videos</p>	<p>CFR will collaborate with NC REALTORS®; however, NC REALTORS® is</p>

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		New members will receive safety training in the online Orientation module and Kickstart; existing members will be sent safety tips and offices will be urged to review NAR safety materials. Completed.	responsible for the timeline to complete this (12-15-2016). Surveys will be evaluated to improve member satisfaction.
Goal 1, Objective 1D: Increase member awareness of their obligations under the Code of Ethics.	Staff: CEO, DM, M&ED	Partner with NCAR to bring Bruce Aydt to Wilmington for professional standards training [Grievance, Professional Standards & Board of Directors will be asked to attend]. Promote ombudsmen, mediation and Citation Policy.	Staff will develop a series of member communications. Completed
GOAL 2: To provide quality information services, training, and support			
Goal 2, Objective 2A	CEO	Provide hands-on training for FlexMLS, ReaList and RPR at WRAR facility.	Satisfaction score will be 4 or greater.
GOAL 3: To be the proactive advocate and resource for members on real estate issues.			
Goal 3, Objective 3A: Increasing participation in NAR, NCAR and WRAR Calls for Action (CFA)	Govt. Affairs Committee; Local Political Coordinators Staff: COO, PAD, DM	Leadership, LPC's and staff will encourage members to respond to CFA's through the "Just Click It" campaign through office visits and ongoing communications. Staff will monitor participation using the NAR REALTOR® Action Center. Use CFM (Calls for Mobilization [Members, Show Up!]) for local issue(s) through LPC's. Utilize Illuminate for local CFA/CFM's. Staff will contact multiple-person offices, and begin a new effort to recruit one-person offices to join the Broker Involvement Program. Incentives will be offered. Staff will encourage BIP participation at Broker events. Completed in 2016 New members will be incentivized in "Kick-start" to sign up for REALTOR® Action Center CFA texts , and to register to vote.	Increased CFA response rate by 1% from 24% 40/20 large/small attendance goal for CFM's Increase BIP by 10%. Track number of new registrants from 102 to 112 Track program agenda; Create metrics to get baseline
Goal 3, Objective 3B: Advocacy Engagement: Identify and	LPC's, COO, PAD, DM	Issue Priorities developed with member input, NCAR input, GAC work-session, and BOD approval prior to years-end.	Issue Priorities 2017 completed by 12/31/16

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<p>address key legislative, regulatory issues.</p>	<p>HBA and Woody Hall (Consultant)</p>	<p>Survey questions included in annual member survey to identify issues of importance. (Annual All-Member Survey using Survey Monkey).</p> <p>Distribute Issue Priorities to elected leaders and develop White Papers and Pros & Cons on complex issues for background and explanation. Write personal letters to leaders as needed.</p> <p>Utilize Broker Briefing, The Fly Paper, the Legislative Luncheon and Candidate Mix & Mingle as methods to promote and educate about key issues.</p> <p>Distribute RPR Economic Area Reports with On Common Ground magazine to regional leaders at six month intervals.</p> <p>Annual Housing Report/Forecast with the Cape Fear Wilmington HBA and include connection to/endorsement for legislative issues. Contract with Economist Woody Hall to develop report. Distribute to Media at announcement event with BOD's in attendance.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Annual Housing Report/Forecast (w/HBA) • Legislative Luncheon – Friday in March Mid-Session • VERITAS Forum - Issue Forum (w/UNCW & CFCC) – TBD • Co-Hosted with NCAR: Event on Coalition for NC Beaches with NCAR/Rouzer • Candidate Mix & Mingle – Wed., October 18, 2017 <p>Messaging:</p> <ul style="list-style-type: none"> • Issues Mobilization for Coalition for NC Beaches. • Deploy use of Land Use Initiative 1-3 times • Utilize My REALTOR® Party resources and Association communication tools and venues to promote issues. 	<p>3-8 questions in survey</p> <p>Tracking distribution of White Papers and Pros & Cons</p> <p>Review published issues</p> <p>Distribute 2X annually</p> <p>Report announced by March 15, 2017; distributed by April 1, 2017</p> <p>500 copies distributed 150 attendees/4 LegisDel 350+ Attendees 200-500 attendees 150 attendees (off year)</p> <p>\$10K NAR Grants Count R® LU Memo's</p>
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		<ul style="list-style-type: none"> • Conduct Candidate Independent Expenditure Races. • Submit member comments or testimony on legislation. 	
Goal 3, Objective 3C: Deploy an effective RPAC Program.	RPAC Ambassadors; Candidate Selection Task Force, COO, PAD, DM	<p>RPAC Plan Outline:</p> <ul style="list-style-type: none"> • “Above the Line” Inclusion of RPAC Donation on Dues Bill. • Send NAR and NCAR information and communications regarding value of investing in RPAC • Goal to exceed NAR financial goal. • Goal to exceed NAR MLS financial goal. • Major Donor targeting. • Promotion of RPAC at Legislative Luncheon. • Recognition of \$100+ Donors at Mix & Mingle. • Recognition in rolling PowerPoint prior to events. • Cultivation of 6-12 members to present to members at office meetings soliciting investment in RPAC. • Create Y-DRAW RPAC video. Staff found NAR videos <p>Candidate Selection Task Force: CSTF will receive completed questionnaires and offer interviews to candidates running for targeted races.</p>	<p>RPAC Plan by Feb 15, 2017 Vol Dues Billing \$25</p> <p>2017 Goal: \$41,277.67. As of April 1, \$36,775.</p> <p>2017 MLS Goal: \$2,009 for PAF fund paid.</p> <p>Two new MD’s Booth at Legislative Lunch</p> <p>Training completed by April 1, 2017 Finish video</p> <p>Completed interviews and RPAC award decision.</p>

GOAL 4: To maximize the benefits and value of the REALTOR® and the REALTOR® Association to both our members and the public.

Goal 4, Objective 4A: Promote the value of a REALTOR®	Staff: DM, CEO	WRAR.com public site is used.	No measurement
Goal 4, Objective 4B: Encourage Leadership Academy members to volunteer.	Leadership Academy Governors	The Governors will evaluate the Leadership Program and determine whether to change the format, the frequency and whether to reach-out to surrounding associations to enhance it.	Report will be filed with the Board of Directors.

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<p>Goal 4, Objective 4C: Unification: NAR Core Competency</p>	<p>Staff: DM, CEO</p>	<p>WRAR will promote to members their participation in all NAR conducted effort to assess member understanding of the overall value provided by Associations at all three levels of the REALTOR® organization.</p> <ul style="list-style-type: none"> • Staff will report to Board when compliance with NAR is met. • Using the online Orientation modules, continue promoting the value of the NAR, NCAR and WRAR to the members • Working with NCAR on limited function referral organizations and soliciting licensees who are not REALTORS® to join the association. 	<p>Technology: Staff shall prepare a report on how WRAR is meeting NAR requirements.</p> <p>New member surveys of the online Orientation will be shared with the Board.</p>
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GOAL 5: To have an organization which utilizes the expertise of volunteer leaders and professional staff to attain its goals and ensure financial stability.

<p>Goal 5, Objective 5A: Continually update and quarterly review the Strategic Plan.</p>	<p>Staff: CEO and COO</p>	<p>Board of Directors will monitor, discuss trends and interview industry experts.</p>	<p>The Board will evaluate effectiveness of this approach at its September 2017 meeting.</p>
<p>Goal 5, Objective 5B: Continue involvement of members in NCAR and NAR leadership and activities</p>		<p>CEO will encourage all NCAR Directors to fill a volunteer role with NCAR and work directly with NCAR CEO to fill vacancies.</p>	
<p>Goal 5, Objective 5C: All members of the Board of Directors must attend leadership development education and training.</p>		<p>Board of Directors will be provided the required NAR leadership development program. Any Board member who misses the training will have complete an online program which provides certification of completing the course.</p>	

Goal 6: To enhance the quality of life in our communities through member involvement and consumer outreach.

<p>Goal6, Objective 6A: To enhance the quality of life in</p>	<p>REALTOR® Lead Teams, COO, PAD, DM</p>	<p>Use efficient, smart marketing to mobilize members whereby their time is conserved and value of each activity exceeds expectations.</p>	
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<p>our communities through member involvement.</p>		<p>Community Involvement</p> <ul style="list-style-type: none"> • GAC Field Trip – To a community asset to learn more about the region. • Beach Towns Meeting – GAC attendance at one meeting to connect with local lawmakers and learn about coastal concerns. <p>Consumer Outreach:</p> <ul style="list-style-type: none"> • Veritas Forum -- Issue Forums for members and the public in partnership with UNCW and CFCC. 	<p>Track meeting</p> <p>Track meeting</p> <p>350+ attendees National speakers attend</p>
<p>Goal 6, Objective 6B: Increase member involvement in WRAR activities, events and volunteer leadership.</p>	<p>CEO, AA</p> <p>PAD, COO</p>	<p>Seek out and utilize talent in the membership for projects. NOTE: Staff loads previous careers in database for retrieval for leadership to review. Staff will send email to membership asking them to update profile information when Magic software upgrade permits member access.</p> <p>Staff will develop plan to utilize task forces in conjunction with committees to maximize member involvement.</p> <p>Continue proactive work with Business Partners via the Value Plus Program and BP Directory.</p>	<p>Survey responses will have a composite score no less than 4 for each program. Where rating is less, develop a plan to address the issue(s).</p> <p>\$20,000 revenue goal BP Directory distributed by March 1, 2017</p>
<p>Goal 6, Objective 6C: Increase Advocacy Engagement by increasing elected leaders and the media’s awareness that WRAR is the <i>Voice for Real Estate</i></p>	<p>Community Affairs Committee, RCASENC; Staff: EVP, CEO, COO, DM</p>	<ul style="list-style-type: none"> • Collaborate with NC HOA whenever possible. • Staff will annually meet with media editorial boards to discuss real estate issues • Enhance relationships with media contacts • Enhancing quarterly press releases utilizing Dr. Woody Hall. • Training members on the meaning use of statistical data 	<p>100 area increase in HOA 2 editorial boards with COO & DM Count meetings</p>
<p>Goal 6, Objective 6D: To enhance the quality of life in our communities through member involvement by</p>	<p>Staff: PAD, COO, DM, CEO</p>	<ul style="list-style-type: none"> • Organize periodic can drives for Mother Hubbard’s Cupboard, and execute fund-match with BOD for Christmas Special Delivery, including purchase of appliances for MHC as needed. 	<p>Provide \$8,500 in cash and donated goods</p>

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<p>promoting the value proposition of using a REALTOR® and engaging in community activities which enhance the image of the REALTOR®</p>		<ul style="list-style-type: none"> The WRAR website will provide the consumer education necessary to educate and inform the real property owners. 	<p>Done</p>
<p>Goal 6, Objective 6E: Community investment – Organizing human resources (i.e., assisting in a Habitat for Humanity build, etc.) or fundraising for the benefit of charitable/community organizations.</p>	<p>COO, PAD, DM</p>	<ul style="list-style-type: none"> REALTOR Action Day 2017 Request grants for two Place Making Grants Community Partnerships <ul style="list-style-type: none"> Lower Cape Fear Stewardship Development Coalition Participate in both Chamber and WDI events Veritas Forum co-hosted with UNCW and CFCC 	<p>750 members mobilized \$6,000 grants provided \$2,500 sponsorship</p>
<p>Goal 6, Objective 6F: Support and sponsor affordable housing initiatives within communities.</p>	<p>Affordable Housing Task Force, CEO, COO, DM, PAD</p>	<p>Identifying strategic value of A/F involvement (include as a question in the Member Survey) and if continued, ID efforts with measurable results that actually increase A/F stocks. Preliminary Strategies: Cape Fear Housing Coalition and Ad Hoc Committee on Housing Affordability (Note: Gloria Green appointed by NH County to Ad Hoc Committee as WRAR Representative)</p>	<p>Meetings completed by September 2017 Participation Participation</p>
<p>Goal 7: To assist the Councils and Divisions in reaching their full potential.</p>			
<p>Goal 7, Objective 1: To continue support for the RCASENC</p>	<p>RCASENC EVP</p>	<p>Assist the commercial practitioners as they implement a new MLS vendor and their Strategic Plan.</p>	<p>Member survey where satisfaction score is 3.5 or greater. WRAR will review their 2017 Strategic Plan</p>
<p>Goal 7, Objective 2: Enhance Councils and Divisions</p>	<p>CEO, CED</p>	<p>Continue integrating the membership into the Association</p>	<p>Survey of DSC and SCC will be shared with the Board.</p>

LEGEND: Purple Text = Required NAR Core Standards Green Text = 2017 Additions

Appraisal Division	CED	Continue supporting the Division and soliciting their input as the Regional MLS data structure is developed.	Meeting reports will be filed with the Board.
Property Management Division	CED	Continue supporting the Division and soliciting their input as the Regional MLS data structure is developed.	Meeting reports will be filed with the Board.

D.A.N.G.E.R Report Issues

All delayed until 2018 unless CEO can complete sooner 12-15-2016

Section	Issue that Rose Above 3.5	Possible Actions & How Measured
A1 Masses of Marginal Agents Destroy Reputation	This spoke to the broad range of professionalism represented by real estate agents and the fact that many of them are inexperienced, inactive and don't meet anything but the lowest standards, at best. They have a major negative impact on the perception of the profession and make the transaction process riskier or more frustrating for professional agents.	Increasing Membership Expectations: Adding to what is required of members when they join to maintain their good standing (additional education, committee service, etc.) could make a strong statement. CEO will develop a background paper with options for the Board to consider. Final Rating 3.9 The Board discussed the ideas on January 20. The CEO was asked to investigate Agent Ratings. Report made to Executive Committee in May.
		Urging Use of Citation Policy: Massive education on why the Policy was adopted. Develop a drip campaign for the Past President's to use within their own sphere of influence but invite broker-owners to engage a past president to directly deliver the message at a sales meeting. Final Rating 3.9
A2-Commissions Spiral Downward	Pressure from consumers to feel like they are "getting a deal" means potential sacrifices on commissions. As that pressure continues and increases, supported by consumers feeling empowered by technology and Do It Yourself options, it becomes harder to succeed financially as a real estate professional or brokerage.	Promote Value: Aggressively positioning the value of what REALTORS® provide is the best way to protect income. A creative, highly-visible, sustained consumer campaign using advertising, public relations and social media could be of value. Staff will develop and execute a radio and print media campaign. Final Rating 3.6
A10 - The Agent is Removed from the Transaction	Technology is a friend to the profession in terms of speed and efficiency of the property search and transaction process. However, it is also a potential strong enemy in providing more DIY tools to consumers (but that comes with major added risk, even with those tools).	Promote Value: Aggressively positioning the value of what REALTORS® provide is the best way to protect income. A creative, highly-visible, sustained consumer campaign using advertising, public relations and social media could be of value. Address with A2 strategy. Final Rating 3.8 The Board directed staff to place information in Broker Briefing for REALTORS® to directly engage their sphere of influence-DONE

Section	Issue that Rose Above 3.5	Possible Actions & How Measured
B3: Brokers Lose Control of Data	This seems to be a growing concern as a result of data being requested from more sources and inaccurate/outdated information creating distractions and confusion. NAR's Upstream, AMP and RPR are even part of the equation that needs to be clarified.	Making reference to source and accuracy of data in public and member communications. (Highlighting inaccuracy of other sources and confirming accuracy of what WRAR provides – and has provided reliably for years). Address with B8 strategy. Final Rating 3.9
		Provide a background document to area media sources explaining the significance of the issue and affirming their use of your data. Address with B8 strategy using subject matter experts. Final Rating 3.8
B3: Brokers Lose Control of Data	This becomes more of a possibility almost daily with some brands already having taken steps in this direction.	Making sure that the appropriate authorities (real estate commission, etc.) are engaged and that all necessary laws and regulations are being met. Request more information from NCAR on how appointments are made to the NCREC to insure more engagement in this endeavor. Final Rating 4.1
		Watch for “Do-It-Yourself” disasters and make sure they are documented. They can serve as great “hooks” for media stories on what negative things can happen when you don't use a real estate profession to help with what may be the largest purchase/investment you make. Having a reservoir of examples will serve you well. Incorporate this into drip campaign under B8 strategy. Final Rating 4.1
		Provide a letter from the Directors to the state association or their legislative committee encouraging them to research this and prepare to address it when the time comes. Waiting until it happens puts the efforts too far behind to make a difference. Final Rating 3.7
B5: New Business Models Go Mainstream	New business models have been introduced at various times and they have found their place in the profession. The role of NCREC is again a key here. But, the association has a significant role, as well.	Working with the NCREC to be sure that any new business models meet state laws and regulations. Final Rating 4.2
		New models that meet NCREC requirements and those brokers who are licensed and affiliate with those offices are potential members. The Association will welcome them and provide professional development to help build their success. Develop a success series using existing tools for technology products when addressing B7. Final Rating 3.8
		Work with NCAR to anticipate new business models and make sure that both consumers and real estate professionals are served – not harmed – by whatever the new models might be. Address with B7. Final Rating 3.9
B6: Brokers Simply Go Broke	In light of the high number of small brokerages included in the WRAR membership, B6 is a real concern. The	Develop a broker communication resource (newsletter and webpage, direct conversations, etc.) to highlight access to financial tools provided by NAR and/or NCAR. Final Rating 3.8 Done. Steve Murray was hired and presented a program in April.

Section	Issue that Rose Above 3.5	Possible Actions & How Measured
	downward economic pressure on income due to regulations, legislation and negotiations make survival more difficult for everyone – large or small.	Establishing more direct contact with broker-owners will likely result in them being more interested and willing to take advantage of what the association provides and more willing to engage with Association services, programs and events. The Executive Roundtable has not worked the way that it was designed to function. CEO will write a background paper and offer solutions for the Board to discuss and the thrust is now all broker-owners. Final Rating 3.8 Done. Slight governance change proposed.
B6: Brokers Simply Go Broke	In light of the high number of small brokerages included in the WRAR membership, this is a real concern. The downward economic pressure on income due to regulations, legislation and negotiation, survival is more difficult for everyone – large or small.	Scheduling respected financial management speakers for broker meetings. Task Professional Development Committee Staff and Leadership will develop to develop programming. Final Rating 3.7
B7: Technology Becomes a Runaway Train	Technology seems to be changing so fast that almost no one can keep up with it. From phones to computers, it seems that whatever you buy new today is obsolete within a very short time.	<p>Reminding both members and the public that personal relationships matter and are most effective in the successful completion of a transaction. Digital communication is helpful, but it works best in the context of relationship. For members, that can be a message in a newsletter. For consumers, some related articles in the media might work best. 2017 Signature Series will provide a speaker to discuss how to better develop clients for life. Final Rating 3.8 Done</p> <p>Also, staying aware of emerging technology and its use is significant. Providing insights to your members by having a technology fair or technology section at a trade show may be helpful. Invite Mark Lesswing/NAR to present technology workshop for members. Feature NAR's technology webpages in member promotional materials. Promote video training on technology that is already in use: RPR, ZipForms Mobile, FlexMobile, Realist Training. Final Rating 3.7. Invited but CFR not chosen. Will resubmit application in June.</p>
B8: FSBO Develops into a Do-It-Yourself Model	With all the “Do-It-Yourself” television programs it seems that everyone wants to handle things for themselves. It is nice when that works out well, but there are many situations where it creates more problems	Highlight risk. What happens when things go wrong? Collect examples of difficult experiences from across the country to share with members for their use in talking to potential clients and to the media when there is opportunity for related articles. Staff will work with legal counsel to develop a drip campaign to members to collect stories. Final Rating 3.6

Section	Issue that Rose Above 3.5	Possible Actions & How Measured
	<p>and results in some very unfortunate situations. And, it often requires much more time than what is represented on television.</p>	<p>Highlight the value of REALTORS®. Contrast the professionalism of what REALTORS do. Would you act as your own lawyer or would you hire a professional? If you have a tax issue would you represent yourself at the IRS meeting or hire a CPA? Why not help assure that your home purchase is financially well-considered and the transaction professionally managed to make it the positive experience for you? The Board will approve and staff will execute a higher level of media engagement using subject matter experts. Final Rating 3.6</p>
<p>B8: FSBO Develops into a Do-It-Yourself Model</p>	<p>With all the “Do-It-Yourself” television programs it seems that everyone wants to handle things for themselves. It is nice when that works out well, but there are many situations where it creates more problems and results in some very unfortunate situations. And, it often requires much more time than what is represented on television.</p>	<p>Make sure that the purpose of regulation of the profession is highlighted. There is a reason that the NCREC exists. It involves helping protect consumers from mistakes of both omission and commission that can create legal or financial stress. Public relations could be key in this initiative. Write a NAR grant to obtain money to develop an animation video. If successful, staff will hire a professional to work on the script and type of animation. NOTE: NAR will require that the video be made available to all Associations. Final Rating 3.7</p>
<p>B9: Sales Tax Threatens Margins</p>	<p>Government is always looking for where they can find more funds, or at least it seems that way. And, targeting real estate professionals and real estate transactions is no real surprise. This is yet another factor that could negatively impact the financial health of brokerages. Being prepared to protect it at all times is critical.</p>	<p>Being sure that information is gathered now and position papers created and provided to legislators at every level of government. The intent would be to make the case for why this avenue would not be good for the community. Its impact on potential revenue from property taxes would possibly be negative as it could slow or even stop some transactions. While it may not be something on the agenda for legislators today, it may be helpful to let them know now that it is being watched. Actions in other parts of the country can spark ideas there, so protection is important. Monitor local and statewide groups who want to reallocate sales and hospitality taxes for other purposes. Final Rating 4.0</p>
<p>C4 – Mission Creep</p>	<p>Understanding the core focus and purpose of the association and staying focused on that is key in delivering value as well as helping members see real value in what they receive for their dues. This may be even more important at the local level than at the national level.</p>	<p>Every new issue should be considered in light of the Mission, Vision and Strategic Plan. CEO will develop a matrix through which issues are measured to insure that each is directly related to the Association's Mission. If an issue is not related, then the Board will either 1) revise its Mission; 2) send the issue to another group whose mission is more aligned with the issue; or, 3) not do it. Final Rating 4.0 The Board approved a document titled: <i>Evaluating an Initiative</i> which will be used for each new issue.</p>

Section	Issue that Rose Above 3.5	Possible Actions & How Measured
C7 – Insufficient New Blood	The average age of REALTORS® is now in the mid-50's or higher. However, the future of the profession rests with a younger set of members engaging in leadership and governance. That is not happening organically and needs to be cultivated or the foundation of the association will erode and its impact become diluted and reduced.	Leadership Training Program: Leadership WRAR program will be structurally changed to invite potential leaders (as recommended by their brokers, Board members and past graduates). Additional education will be provided to equips them to understand and work in the Association and invites their involvement and ideas. Producing a pipeline of future leaders is Mission Critical. Using a consultant, the current Academy curriculum will be revised to insure that the program integrates into the long-term need for knowledgeable leaders. Staff will provide closed production data and ages to the Leadership Academy Governors to target YPN. Final Rating 4.1
D1 – Leadership Not in Unison with Fast-Paced World	Who is leading an association is a major factor. Volunteer and staff leadership needs to be energetic and progressive. Leaders who are out of touch with either the profession or significant societal trends only serve to restrict the impact and success of the members and association.	The leadership development program noted in section C7 above is related to this. Having a better relationship with potential future leaders would allow the nominating process to present the highest quality candidates to the membership for election. Combine with C7 above. Final Rating 4.3
		Should the Board of Directors be choosing the President? CEO will include this in the background paper developed under C7 above and D5 (The Unwieldy Governance Structure_ & D6 (Reluctance of Leaders To Step Up). Final Rating 4.3
		WRAR is participating in a newly-formed regional MLS that should be productive for the foreseeable future. The Association's leadership and staff are focused on retiring the debt so the non-dues income from the building will increase member retention and spur growth. CEO will work with CPA to develop face-to-face meeting with members on actual debt and how it will be retired. Final Rating 3.9

Legend

ASM	Association Services Administrator	DCE	Continuing Education Director
PAD	Public Affairs Director	M&CD.....	Marketing and Communications Director
CEO	Chief Executive Officer	CIO.....	Chief Information Officer
COO.....	Chief Operating Officer	DM.....	Director of Marketing
M&ED.....	Meeting & Events Director	MSA.....	Membership Services Administrator
RCASENC EVP	RCA-SENC, Executive Vice President		