



South Padre Island Board of REALTORS® 2015-2016 Strategic Plan

Created Oct. 30, 2014 by leaders of the South Padre Island Board of REALTORS® (SPIBOR). Organized into four major areas of emphasis based on a membership survey. Facilitators: John Gormley and Richard Throop, Texas Association of REALTORS®.

1. Member Involvement/Education/Technology

Goal: Increase participation in the association

Strategy: Identify the agents who aren't involved at each office

Action: Make personal office visits and ask for their help

Action: Update members on what's going on

Action: Offer incentives to get members involved

Strategy: Identify the courses members want

Action: Survey members about what courses they want

Action: Continue to offer broadcast classes

Action: Offer at least one classroom course per year

Goal: Increase members' knowledge and professionalism through education courses

Strategy: Find innovative ways to create, partner, promote, train, and recognize

Action: Develop and offer specific education/training for board of directors

Action: Partner with other associations to offer TRLP (Texas REALTORS® Leadership Program)

Action: Recognize members who achieve designations and other high achievements

Action: Annually sponsor a member to take Leadership Laguna Madre

Action: Encourage members to take their online training through SPIBOR

2. Realtor Image/Community Service/Public Relations

Goal: Enhance the SPIBOR image and increase relevancy in the community by being a source of accurate information

Strategy: Approach everything we do in a consistent way so the public connects our positive good works with our desired brand image

Action: Continue "Adopt a Beach" cleanup using the famous blue T-shirts

Action: Continue "Walk for Women" breast cancer weekend



Action: Conduct voter registration drive and make SPIBOR the face of it; wear the blue REALTOR® shirts

Action: Tips for consumers – use TAR-provided articles for placement in local publications

3. MLS/Syndication/Data Aggregation/Compliance

Goal: Strive for continuing improvement in data accuracy, credibility, and members' understanding of the MLS

Strategy: Make greater data-syndication knowledge a priority

Action: Improve broker involvement by showing brokers what's in it for them

Action: Address data-input uncertainty issues; provide clarity to members

Action: Make data-syndication information available to everyone (resource webpage)

Action: Consider appointing a data-integrity task force to provide input on these issues for the association to possibly address

Action: Have MLS committee member or data-syndication task force member and board member attend sales meetings to share latest information and discuss member concerns

Action: Demonstrate how the credibility of the MLS itself depends on member broker and agents knowing the importance of accurate data input and compliance with MLS rules

4. Political Advocacy/TREPAC

Goal: Educate members and the community on the value of TREPAC

Strategy: Establish a GA/TREPAC task force, committee, or subcommittee to create momentum and take ownership of this important area

Action: Conduct political candidate interviews and support and endorse local government officials

Action: Make TREPAC an agenda item at all association meetings

Action: Hold annual fundraiser and promote legislative hill visits in Austin

Action: Conduct office visits using area PIC member, TREPAC trustee, and field rep

Action: Have a member attend the GA orientation each fall in Austin

Strategy: Foster consumer awareness of TREPAC through Voice For Texas

Action: Use consumer materials available through TAR

Action: Conduct annual public awareness campaign/event through radio, print, or town hall meeting

