

South Central Vermont Board of REALTORS®
2025-2026 Strategic Plan
Approved 11/20/24

Mission

The South Central Vermont Board of REALTORS® (SCVBR) offers members networking, services, programs, and education. We encourage professionalism, cooperation, and ethical real estate practices while promoting a positive REALTOR® image in the community.

Vision

"Local real estate professionals delivering excellent service."

★ Goal 1: COMMUNICATION & ENGAGEMENT

- “Communicate with members on a consistent and meaningful basis”
 - Objective 1.1 – Minimum of 10 electronic newsletters per year to full membership
 - Assigned – President, Public Relations Committee, VAR Communications Consultant
 - Target Date – Every month
 - Tactics
 - President to provide schedule and deadlines
 - All committees are encouraged to contribute
 - To be archived on SCVBR Website
 - Objective 1.2 – Continue to maintain the website and social media with relevant and timely information
 - Assigned – President, Public Relations
 - Target Date – Start immediately
 - Tactics
 - Provide the necessary information to VAR Communications Consultant
 - Drive traffic to the website through the newsletter, press releases, social media, video, and any other possible avenues
 - Archive monthly newsletters to website
 - Promote and grow affiliate members through “Affiliate of the Month”
 - Objective 1.3 – Hold a minimum of 6 membership meetings per year
 - Assigned – President, President-Elect, Members At Large, Education and Membership Committees
 - Target Date – Start immediately
 - Tactics
 - Communicate monthly
 - Investigate relevant guest speakers, CE opportunities, good food, new venues, or incentives to promote increased attendance.
 - Explore opportunities to hold meetings, CE, social gatherings beyond Manchester.
 - Encourage Affiliates to attend membership events/meetings

★ Goal 2: COMMUNITY INVOLVEMENT

- “Expand community involvement while promoting the REALTOR® brand”
 - Objective 2.1 – Continue supporting local charities and exploring new opportunities
 - Assigned – Community Affairs Committee
 - Target Date – Start immediately
 - Tactics
 - Committee to develop a schedule for yearly involvement opportunities
 - Committee to evaluate current outreach activities and identify additional relevant opportunities in our served communities
 - Objective 2.2 – Continue to publicize our Board and community efforts by sending out consistent public relations messages
 - Assigned – Public Relations Committee, VAR Communications Consultant
 - Target Date – Start immediately
 - Tactics
 - Maintain a database of media contacts while submitting content that promotes the board and the Realtor brand
 - Encourage members to contact the Public Relations Committee with photos and videos of SCVBR’s community outreach efforts
 - Increase photo and video submissions on social media outlets and website.

★ Goal 3: ADVOCACY

- “SCVBR will be seen by the public, media and elected officials as the leading advocate for private property rights and real property ownership”
 - Objective 3.1 – Educate membership on the importance of RPAC
 - Assigned – Membership and Government Affairs Committees
 - Target Date – Continually
 - Tactics
 - Invite guest speakers from VAR and RPAC, along with local legislators
 - Objective 3.2 – Increase our association member’s participation level for RPAC contributions by 5% per year
 - Assigned – Executive Committee and Government Affairs Chair
 - Target Date – Start immediately
 - Tactics
 - Mention/promote RPAC (including Major Investor and President’s Circle) at membership meetings and educational events
 - Include an RPAC investment from the association as part of the annual association budget
 - Objective 3.3 – Increase awareness and participation in NAR and State “calls for action”
 - Assigned – President and VAR Advocacy & Public Policy Director
 - Target Date – Start immediately
 - Tactics

- Encourage managing brokers to sign up for the Broker Involvement program so agents get the “calls for action” directly from their broker
- At meetings and educational events ask members to sign up for REALTOR® Party mobile alerts
- Use SCVBR communication vehicles to ask agents to respond to “calls for action”

▣ Objective 3.4 – Promote and support opportunities for affordable housing locally

- Assigned – Government Affairs, Community Affairs, Public Relations
- Target Date – Start immediately
- Tactics
 - Government Affairs to update the membership at meetings about local and statewide affordable housing initiatives and legislation
 - Promote first time homeownership workshops put on by affiliates
 - Collaborate with state and local housing advocates like Shires Housing Committee, NeighborWorks, Habitat for Humanity, and VHFA
 - Share updates from VAR Advocacy & Public Policy Director

★ Goal 4: EDUCATION

- “Provide educational opportunities for SCVBR membership and the board”

■ Objective 4.1 – Focus on education and professional development

- Assigned – Education Committee, Members at Large
- Target Date – Start Immediately
- Tactics
 - Provide a minimum of 4 continuing education courses or mandatory courses in SCVBR’s geographic area annually
 - Collaborate with VAR Member Engagement & Professional Development Director

▣ Objective 4.2 – Conduct or promote fair housing training

- Assigned – President, Education Committee, Public Relations Committee
- Target Date – Available annually
- Tactics
 - Distribute NAR tools
 - Promote Fair Housing Month in April
 - Promote Fairhaven Simulation, Implicit Bias/Bias Override training, and At Home With Diversity®
 - Add Fair Housing to Education dropdown on website
 - Encourage managing brokers to educate their agents and utilize resources available

★ Goal 5: LEADERSHIP & BOARD DEVELOPMENT

- “Focus on long term growth and sustainability for SCVBR leadership”

▣ Objective 5.1 – Building a strong pipeline of volunteer leaders

- Assigned: Current board leadership
- Target Date - Start Immediately

- Tactics
 - Task current board leadership and committee chairs with identifying prospective board leadership/committee members
 - Committee Chair to recruit at least one SCVBR member to assist them on their committee

■ Objective 5.2 – Board merger

- Assigned: President-Elect, President, Treasurer
- Target Date - Start Immediately
- Tactics
 - Continue conversation with other local boards about merging
 - Seek support and guidance from VAR/NAR for any transition

■ Objective 5.3 – Provide Executive Committee and Committee Chairs with training and development to be successful leaders

- Assigned – VAR Staff, President, President-Elect, Treasurer
- Target Date – Annually
- Tactics
 - Host leadership summit for incoming leadership each year in January
 - Budget cost for training
 - Collaborate with NAR and VAR staff for content and best practices