



**Three Year Strategic Plan
Facilitated by Adorna Carroll 4/2015**

AREAS OF CONCENTRATION WITH PURPOSE

Area 1: GOVERNANCE

Purpose: PWAR manages its operations, financial viability and strategic direction for the benefit of its members.

Area 2: GOVERNMENT AFFAIRS AND COMMUNITY OUTREACH

Purpose: PWAR advocates effectively on public policy issues impacting real estate and property ownership.

Area 3: PROFESSIONAL DEVELOPMENT

Purpose: PWAR provides Professional Development opportunities to further one's career.

Area 4: COMMUNICATIONS

Purpose: PWAR keeps members and the Community informed.

Area 1: GOVERNANCE

Purpose: PWAR manages its operations, financial viability and strategic direction for the benefit of its members.

Strategic Objectives:

- A. **(Staff/Operations): PWAR manages its Operations, Financial viability and Strategic direction for the benefit of its association and has talented and committed staff to implement the Strategic plan including and advocacy component.**
- B. **(Finance): PWAR has policies to ensure the fiscal integrity of the association financial operations and enforces the dues collection in accordance with the bylaws.**
- C. **(Facilities): PWAR has a committee that evaluates capital improvement to estimate replacement cost and life expectancy.**
- D. **(Structure/Documents/Leadership): PWAR Association by laws, Policies, Rules and Regulations, and professional standards procedures, elections and membership/business meeting are conducted in accordance with the Bylaws, and membership is available and consistent with NAR policy and will conform to all local state and federal laws.**

Area 2: GOVERNMENT AFFAIRS AND COMMUNITY OUTREACH

Purpose: PWAR advocates effectively on public policy issues impacting real estate and property ownership.

Strategic Objectives:

- A. **Our members actively and willingly invest in RPAC.**
- B. **Our Members participate in “Calls to Action”.**
- C. **Strategic Objective 2C: PWAR is actively engaged in public policy issues affecting property ownership and real estate industry issues.**
- D. **PWAR is “Top of Mind” for elected officials seeing information about real estate and home ownership issues.**
- E. **PWAR is perceived as a valuable asset to the community.**
- F. **The community sees PWAR as the resource and valuable advocate for home owner issues.**

Area 3: PROFESSIONAL DEVELOPMENT

Purpose: PWAR provides Professional Development opportunities to further one's career.

Strategic Objectives:

- A. PWAR is the "go to" destination for total agent training.
- B. PWAR partners with Affiliates, neighboring associations as well as members to offer quality programs.
- C. PWAR provides various avenues for members to further Professional Development.
- D. PWAR informs members of all Professional Development opportunities offered.

Area 4: COMMUNICATIONS

Purpose: PWAR keeps members and the Community informed.

Strategic Objectives:

- A. Make members fully aware of PWAR opportunities.
- B. Strategic Objective 4B (External): Utilize media outlets to promote PWAR and its members to the Community.
- C. Information is readily available to the public and members.
- D. (Image/Value): Create a positive image of PWAR to the public and members.