



STRATEGIC PLAN 2009

MISSION: *CCIAOR/CCIMLS'S IS THE PROVIDER OF EDUCATION, PRODUCTS, AND SERVICES FOR THE BENEFIT OF ITS MEMBERS*

OBJECTIVE 1: CCIAOR & CCIMLS control the source of accurate CCIMLS property information

Accountable _____ Time Line _____

STRATEGIES

- 1.1 Develop policy for IDX, VOW, and advertising data distribution
Accountable _____ Time line _____
- 1.2 Review all MLS data contracts and rewrite if necessary
Accountable _____ Time line _____
- 1.3 Expand third party participation bringing more consumers to our member sites
Accountable _____ Time line _____
- 1.4 Incent consumers in various ways to leave third party sites and go to member sites
Accountable _____ Time line _____
- 1.5 Create a CCIAOR/CCIMLS information website including but not limited to:
 - a. Searchable listing information
 - b. Robust community information
 - c. Extended MLS data (sold, u/c, states, etc.)

d. Usable by members firms with their own look and feel

Accountable _____ Time line _____

1.6 Create links for rentals to member's sites as an initial step of creating a rental site

Accountable _____ Time line _____

OBJECTIVE 2: CCIOR creates a value proposition for the association and for its members through superior communication and dissemination of information

Accountable _____ Time line _____

STRATEGIES

2.1 Develop a CCIOR application for handhelds (I-Phone, Blackberry, PDA, etc) designed for members and consumers use

Accountable _____ Time line _____

2.2 Post an easily accessible schedule of open board meetings

Accountable _____ Time line _____

2.3 Assemble prior meetings, classes, and past speakers on podcast or video available for member's uncomplicated access

Accountable _____ Time line _____

2.4 Utilize E-blast for breaking news relevant to association members and deliver it in a timely and effortless fashion

Accountable _____ Time _____

2.5 Implement periodic member polling/surveys

Accountable _____ Time line _____

2.6 Provide association opportunities for member participation and leadership training

Accountable _____ Time line _____

OBJECTIVE 3: CCIAOR improves the professionalism and expertise of its members thereby enhancing member's value to the consumer

Accountable _____ Time line _____

STRATEGIES

3.1 Lobby state legislature and board of licensure to increase requirements for real estate license continuing education

Accountable _____ Time line _____

3.2 Provide a new agent training program in the association

Accountable _____ Time line _____

3.3 Provide a business planning training curriculum for members

Accountable _____ Time line _____

3.4 Offer designation training to members and market same to off Cape associations

Accountable _____ Time line _____

3.5 Offer new training courses including but not limited to technology and social networking

Accountable _____ Time line _____

3.6 Require leadership and committee chairs to participate in leadership training offered annually and develop a protocol for leadership duties

Accountable _____ Time line _____

3.7 Establish communication systems (blog, bulletin board, etc.) on CCIAOR website promoting education, events, and programs

Accountable _____ Time line _____

OBJECTIVE 4: CCIAOR becomes a resource to meet broker/owner needs

Accountable _____ Time line _____

STRATEGIES

4.1 Communicate the free resources available from NAR and MAR (right tools right now, sample policy/procedures manuals, NAR library, etc) and incorporate email, newsletters, fax, Skype, and webinars, to convey the information

Accountable _____ Time line _____

4.2 Create a Broker/Owner forum discussing best practices (including support groups lunch and learn, running an office, etc.)

Accountable _____ Time line _____

4.3 Create Broker/Owner after hour events

Accountable _____ Time line _____

4.4 Survey Broker/Owners (what do they want, what would they participate in)

Accountable _____ Time line _____

4.5 Establish mandatory Broker/Owner training (protocol, ethics, etiquette, violations)

Accountable _____ Time line _____

4.5 Provide Broker/Owner seminars (recruiting, training, retention, coaching, terminating, marketing, and administration)

Accountable _____ Time line _____

4.6 Specifically schedule Broker/Owner meetings semi annually

Accountable _____ Time line _____

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