

STRATEGIC PLAN

OBJECTIVE 1

Increase member involvement by 20% and increase communication to all its members

Strategies

- **Communicate the value of EPCAR's services to our members.**
- **Create a new Realtor member information package**
- **Establish ongoing research to identify members interests**
- **Establish more and varied social activities**
- **Establish routine P.R. visits to member offices**

OBJECTIVE 2

Provide members with education and professional development programs to assist in creating more profitable REALTORS®

Strategies

- **Establish a mentor program for new members**
- **Provide tech information to members on existing programs, products, and services (i.e. quick books, PDAs, etc)**
- **Investigate then communicate relevant FAR and NAR programs, products, and services to EPCAR members**
- **Upgrade and update EPCAR website**
- **Provide online web courses to members**
- **Compare existing orientation to other Associations and enhance EPCAR's existing orientation program**
- **Recruit affiliate members to advertise on EPCAR website**
- **Provide more motivational speakers for the membership**

OBJECTIVE 3

EPCAR establishes it's own P.R. and Marketing department and staff member(s)

Strategies:

- **Association Executive will:**
 - **communicate with members through newsletters**
 - **create and facilitate varied Realtor events**
 - **promote EPCAR to public through various media**
 - **liaison with other local and county public policy makers (i.e. government, chambers, builders, economic development agencies)**
 - **represent EPCAR at community events**
 - **liaison with EPCAR's communication committee**

OBJECTIVE 4

EPCAR has a new and larger state of the art facility capable of providing leasable space for non-dues income

Strategies

Formulate a new building committee to investigate purchase or build to suit location opportunities

- **Analyze the need for a new building**
- **Analyze the cost of a new building vs. existing condition**

OBJECTIVE 5

EPCAR provides an ongoing leadership development program(s) for its members

Strategies

- **Create a leadership manual for leadership program members**
- **Create an officer orientation program**
- **Create new leadership mentor program**
- **Create committee manuals covering past, present, and future projects, members names, accomplishments, etc.**
- **Create a logbook of member's profiles and skill sets**