

Alaska Association of REALTORS®
Strategic Plan

VISION	Create an environment that promotes and protects private property rights and encourages real property ownership.
CORE VALUES	Advocate Educate Communicate Unify
MISSION	To be the voice for real estate in Alaska.
STRATEGIC DIRECTIONS	<ul style="list-style-type: none">* Focus Association activities/programs in keeping with real property ownership and private property rights.* Develop a political network to exert effectively a combined influence upon matters affecting Alaska real estate.* To elevate the ethical standards of the real estate business and the professional conduct of persons engaged in real estate in Alaska through education and communication.* To unite Alaska REALTORS® to strengthen our industry and give all Alaskans the opportunity to realize the American dream of property ownership.

Alaska Association of Realtors
2010 Strategic Plan

Strategic Goals	Objectives	Measurement	Start Date	End Date
\$100,000 of the operating budget generated from non dues revenues	Increase liquid reserves by a minimum of 10% of annual operating budget			
	Acquire real estate investments			
	Seek out additional revenue sources	Education/Convention /Return on Invsts.		
Meet and exceed the National RPAC annual member participation goals	Educate the brokers on the importance of contributing to RPAC			
	Have all the local boards include RPAC contribution on annual dues statement			
	Promote to the boards the competition of the RPAC plaques each year	Awarded plaques at annual convention	9/17/2010	
	Have trustees promote RPAC in their board, lunch, meetings, orientation			
	Provide online classes for license renewal	Have 28 hours of elective classes available	12/14/2010	
Association facilitates education opportunities throughout the state	Identify sponsors to underwrite costs			
	Utilize instructors in Region 12 & NAR	Pili Meyer for the SFR Course	4/5/2010	
	Allocate annual scholarship for members		2011	
	Sponsor designation courses	SFR Certification	4/5/2010	4/12/2010
	Sponsor education courses that the pertain to the current real estate climate	Social Media Course	10/10/2010	10/18/2010
Strengthen the REALTOR® voice in all arenas	Seek out educational funding opportunities			
	Encourage members to respond quickly to the NAR Action Center Calls-to-Action			
	Promote the Realtor organization to non-members and the public			
	Implement a statewide ambassador program			
Develop a member e-newsletter		Started in October, 2010	10/1/2010	
Partner with other community organizations		IRA Gribin Grant	1/1/2011	