



Lynchburg Association
of REALTORS® *Est. 1913*

2024-2026

Strategic Plan

The Lynchburg Association of REALTORS® provides valuable resources to our members and promotes public awareness of the real estate profession.



Member Engagement

LAR will cultivate an inclusive environment of professionalism for all members.

1. Explore additional avenues to effectively and efficiently communicate with members of the association.
 - Accountability – Inclusive Membership Engagement Committee
 - Timeline – 1st Qtr. 2024
 - Resources – Staff, Board of Directors, All Committees
2. Communicate the value and benefits of membership to local, state, and national associations.
 - Accountability – Inclusive Membership Engagement Committee
 - Timeline – Ongoing
 - Resources – Staff, Members, Virginia REALTORS®, NAR
3. Provide value to brokers to encourage their involvement of them and their brokerage.
 - Accountability – Program/Education Committee
 - Timeline – Ongoing
 - Resources – Staff, Brokers, Board of Directors
4. Utilize surveys and other communication methods to solicit member feedback.
 - Accountability – Inclusive Membership Engagement Committee
 - Timeline - Ongoing
 - Resources – Staff, All committees, Members
5. Identify, welcome, and engage all demographics of the association to understand their needs better.
 - Accountability – Inclusive Membership Engagement Committee
 - Timeline – 2nd Qtr. 2024
 - Resources – Staff, Board of Directors



Professional Development

LAR will promote the importance of professionalism in our industry.

1. Provide pathways to elevate professionalism, competency, and growth for members and future members.

- Accountability – Programs/Education Committee
- Timeline – Ongoing
- Resources – Staff, Members, Virginia REALTORS®, NAR

2. Promote programs to enhance brokers' participation and growth.

- Accountability – Programs/Education Committee
- Timeline – Ongoing
- Resources – Staff, Brokers, Virginia REALTORS®, NAR

3. Expand offerings of CE, business essential education, and designations to all members.

- Accountability – Program/Education Committee
- Timeline – Ongoing
- Resources – Staff, Members, Virginia REALTORS®, NAR, Affiliates

4. Enhance and promote the Leadership Academy.

- Accountability – Leadership Development Committee
- Timeline – Ongoing
- Resources – Staff, Virginia REALTORS®, NAR

5. Support the professional growth of association staff.

- Accountability – Executive Committee
- Timeline – Ongoing
- Resources – Staff, Board of Directors, Virginia REALTORS®, NAR



Community Outreach

LAR will partner with our community in meaningful ways.

1. Organize fundraising for our community.

- Accountability – Community Outreach Committee
- Timeline – Ongoing
- Resources – Staff, Members, Virginia REALTORS®, NAR

2. Develop partnerships with educational institutions for the promotion of Real Estate as a professional career.

- Accountability – PR/Marketing Committee
- Timeline – 3rd Qtr. 2024
- Resources – Leadership Development Committee, Community Outreach Committee, Staff, Virginia REALTORS®

3. Identify and utilize grant opportunities.

- Accountability – All Committees
- Timeline – Ongoing
- Resource – Staff, Members, Virginia REALTORS®, NAR, Community Partners

4. Elevate the REALTOR® Brand in the community.

- Accountability – PR/Marketing Committee
- Timeline – Ongoing
- Resources – Board of Directors, All Committees, Staff

5. Continue to explore new community partnerships and foster existing relationships.

- Accountability – Community Outreach Committee
- Timeline – Ongoing
- Resources – Staff, Members, Consumers

6. Promote the association as a professional and diverse organization that serves our community.

- Accountability – Inclusive Membership Engagement Committee
- Timeline – Ongoing
- Resources – PR/Marketing Committee, Staff, Virginia REALTORS®, NAR



Advocacy

LAR will engage in advocacy efforts that promote homeownership, property rights, and REALTOR® initiatives.

1. Continue to educate the membership on the value of RPAC and the importance of their contribution.
 - Accountability – RPAC/Governmental Affairs Committee
 - Timeline – Ongoing
 - Resources – Staff, Members, Virginia REALTORS®, NAR
2. Build meaningful relationships with local officials to become the trusted resource for real estate needs.
 - Accountability – RPAC/Governmental Affairs Committee
 - Timeline – 3rd Qtr. 2024
 - Resources – Staff, Board of Directors, Members, Virginia REALTORS®
3. Encourage and identify avenues for members to advocate and participate in local government.
 - Accountability – RPAC/Governmental Affairs Committee
 - Timeline – 4th Qtr. 2024
 - Resources – CEO, Board of Directors, Members, Virginia REALTORS®
4. Explore offering an economic summit on housing opportunities with local government officials and other housing partners.
 - Accountability – Task Force (TBD)
 - Timeline – 1st Qtr. 2026
 - Resources – RPAC/Governmental Affairs Committee, DEI Committee, Staff, Virginia REALTORS®, NAR



Association & Governance

LAR will evaluate and identify various needs and services to grow and stay relevant.

1. Identify opportunities to utilize new products and technologies to enhance our services.

- Accountability – MLS/Technology Committee
- Timeline – Ongoing
- Resources – Staff, Vendors, Members, Board of Directors

2. Assess the need for expanding staff and implement accordingly.

- Accountability – Board of Directors
- Timeline – 4th Qtr. 2024
- Resources – CEO, Staff, Budget Committee, Virginia REALTORS®

3. Explore the creation of an association-run Real Estate School.

- Accountability – Program/Education Committee and Task Force (TBD)
- Timeline – 3rd Qtr. 2025
- Resources – CEO, Board of Directors, DPOR, Virginia REALTORS®

4. Review association governance structure for operational success.

- Accountability – Governance Committee (new)
- Timeline – 1st Qtr. 2026
- Resources – All Committees, Board of Directors, CEO

5. Investigate offering scholarship and/or internship opportunities.

- Accountability - PR/Marketing Committee
- Timeline – 2nd Qtr. 2026
- Resources – Board of Directors, Members, Budget Committee

6. Continued collaboration of shared services.

- Accountability - Board of Directors
- Timeline - Ongoing
- Resources - Staff, local associations