



# STRATEGIC PLAN

# WHO WE ARE

- The Birmingham Association of REALTORS® (BAR) is the premier resource for real estate information and education in Birmingham and Central Alabama, serving as the “Voice of Real Estate” since 1911, issuing statistical analysis of market conditions, offering legislative support to its more than 5,000 members and the industry at large.

# OUR PROMISE



**BAR – BIRMINGHAM  
ASSOCIATION OF  
REALTORS®**

**Proudly and  
professionally champion  
those we serve!**

Fostering cooperation, inclusion, and business relationships by offering networking and community involvement opportunities.

## **GOVERNANCE- BAR operates a fiscally responsible business that is future focused, service driven and growth oriented for long term strength and success**

- **Staff** –BAR employs a highly proficient, passionate and dedicated staff with industry specific expertise to partner with the leadership and members to forward the goals of the strategic plan.
- **Facility and Operations** – BAR maintains a state of the art centrally located headquarters that is positioned to service the needs and expectations of their members
- **Finance** – As responsible stewards, and in partnership with third-party financial consultants, the BAR manages the finances of the business and forwards the goals of the strategic plan.
- **Structure** – BAR has a business structure with clearly defined volunteer member roles, clear pathways for communication, and a universally understood chain of command to allow the organization to speak with one voice.
- **LEADERSHIP DEVELOPMENT** –BAR has an open avenue to identify, train, cultivate and advance qualified, talented members for leadership opportunities
- **Business Growth** - BAR is open to opportunities for future business growth

# **ADVOCACY – BAR invests in the political process with funds and time to foster a positive public policy environment for our members**

- **Fundraising** – BAR has a culture for financially Investing in the political process
- **Policy** – BAR is THE dominant source for policy relating to Fair and attainable housing , economic vitality, private property rights and industry related issues
- **Grassroots Mobilization** proactively mobilizing members to engage in the political process and respond to calls to action on a local, state and national level
- **Influence**—BAR has a pool of key political contacts and subject matter experts to aid the association in forwarding the positions that affect our industry
- **Outreach** – proactively identify and leverage members who have positions of influence

# **Community Outreach – BAR and its members are viewed as the trusted source and essential partner on real estate related issues that affect the communities we serve**

- **Programs, Events** – BAR, its cultural and professional partners and its members engage in philanthropic programs and events that demonstrate the commitment realtors have to our communities
- **Advocacy and Consumer Mobilization** – our communities view REALTORS as valued partners in forwarding responsible real estate related initiatives.
- **Influence** – BAR has a pool of key community contacts and subject matter experts to aid the association in forwarding the positions that affect our communities related to real estate.
- **Outreach** – In concert with the ISCs and cultural professional business partners, BAR coordinates the efforts of members who have positions of influence in the communities we serve

# Professional advancement : Elevating Education & Expertise

- **Expand Access to Industry-Leading Training:** Develop and promote diverse learning opportunities, including virtual, in-person, and hybrid formats, to ensure all members can access high-quality, timely education.
- **Increase Certification and Designation Offerings:** Provide pathways for members to earn recognized industry credentials, enhancing professional credibility and market competitiveness.
- **Strengthen Continuing Education (CE) Programs:** Maintain and expand CE offerings, ensuring topics are relevant, forward-thinking, and meet or exceed state requirements.
- **Support Emerging Technology Training:** Equip members with training on the latest real estate technology and tools to improve client experiences and operational efficiency.
- **Enhance New Member Orientation Curriculum:** Introduce foundational education for new members that includes BAR's resources, ethics training, and essential real estate practices for sustained professional growth.
- **Foster Leadership Development:** Identify and support future leaders within BAR through specialized leadership education, mentorship programs, and collaboration with the Leadership Academy.

# **COMMUNICATIONS – BAR utilizes a variety of communication methods and avenues for the members and the public**

- **Internal Communications** – BAR facilitates avenues for bilateral communication and BAR regularly conveys timely, accurate and relevant information and support to its member audiences that aid and enhance their business.
- **External Communications** – BAR fosters meaningful relationships with local media to inform the public of market conditions, real estate trends, the benefits of working with a REALTOR®.
- **Brand Identity** – BAR conveys a uniform message to members and the public regarding all real estate related information and personifies the importance of REALTORS
- **Talent-Member Database** – BAR has a comprehensive member database to assist the association in providing valuable programs and services targeted to member needs

# Government affairs

- Fighting for the people
- Private property rights
- Fair and attainable housing
- Investing in the political process
- (partnering – proactively engaging) Improving the quality of our communities
- inform

# **Advocacy – BAR invests in the political process with funds and time to foster a positive public policy environment for our members**

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- **Grassroots Mobilization** proactively mobilizing members to engage in the political process and respond to calls to action on a local, state and national level
- **Influence**—BAR has a pool of key political contacts and subject matter experts to aid the association in forwarding the positions that affect our industry
  - Engage the commercial practitioners
- **Outreach** – proactively identify and leverage members who have positions on commissions, regulatory bodies, elected officials, economic development, business and industry organizations
  - Create a database
  - Utilizing affiliates

# Community outreach – BAR and its members are viewed as the trusted source and essential partner on real estate related issues that affect the communities we serve

- **Strategic Objectives: Philanthropic Efforts ,Programs, Events – BAR, it's cultural and professional partners and its members engage in philanthropic programs and events that demonstrate the commitment realtors have to our communities**
  - Habit; good neighbors, fair housing tours; cultural programs; showcase the good works of individual members
- **Strategic Objective Advocacy and Consumer Mobilization – our communities view REALTORS as valued partners in forwarding responsible real estate related initiatives.**
- **Strategic Objective: Influence-** BAR has a pool of key community contacts and subject matter experts to aid the association in forwarding the positions that affect our communities related to real estate.
- **, Outreach – In concert with the ISCs and cultural professional business partners, BAR coordinates the efforts of members who have positions of influence in the communities we serve**
  - on community commissions, regulatory bodies, real estate related foundations, community development, business and industry organizations
  - Identify the ISC/cultural business partners
- **trusted and essential partners on issues that affect the**
- proactively partner with and mobilize the public to engage issues that affect the
  - Educate, inform, engage, empower, view you as professionals, subject matter experts,, view us as integral parts of the community, trusted sources, involved, essential partners