**Local Network Business Plan**

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| **Name of Network: Women’s Council of Realtors Flagler County** |
| **Plan Year: 2024** |
| **Leadership Team: Amy Dumas, Local President; Garrett Decker, President-Elect; Merritt Zucca, 1st Vice President; Denise Lorber, Treasurer; Angel Decker, Director of Membership; Linda Deering, Events Director** |

**GOALS: MEMBER PROGRAMS AND SERVICES**

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| **Reference: *Local Network Operating Standards***   * Ensure that the Network is focused solely on delivering value to members in the areas of raising professionalism, relevant professional development opportunities, development of business leadership skills and facilitation of member networking and relationship-building. * Conduct a minimum of 4 mission-focused industry events each year (one of which is focused on development of business leadership skills, and one of which is conducted collaboratively with other networks, the local board, related industry or community groups). * Conduct a minimum of two additional events focused on member networking/relationship building that can also provide professional development. * Facilitate member-to-member support for the purpose of meeting members’ individual business goals, with a special focus on new members. * The official Women’s Council logo must be used on all media/communications according to logo guidelines. |

**INDUSTRY EVENT ONE**

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| Description:  County Tax Appraiser – Sponsored by Title & Inspection Company- Buffet at FCAR  Mission: Education Session for members only | Timing:  Jan. 24th 9:30am-11:30am |

**INDUSTRY EVENT TWO**

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| Description: Hot Wings in a Hot Market- Real Estate Broker Panel – Sponsored by 2 SBP’s  Mission: Develop business leadership skills- brokers and business owners to answer questions about sticky situations and interpreting pictures from MLS(s) while eating hot wings. FCAR. Wings & Build Your Own Salad Bar.  Opportunity for Affiliate BP to moderate, facilitate- Invitation to members only and members from Regional Districts | Timing:  March 28 |

**INDUSTRY EVENT THREE**

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| Description: Women in Business, Investment Opportunities & Access- Sponsored by Financial Planning Company or CPA & Bank/ RPAC fundraiser- Wine event with h.d.’s at special location  Opportunity to invite other District Networks PLAN BY-February 2024 | Timing:  July 17th |

**INDUSTRY EVENT FOUR**

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| THE CLASS | Timing:  Nov. 7th |

**MEMBER-FOCUSED EVENT ONE**

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| Description: Membership Orientation-How to Prospect & Prosper with the Women’s Council of Realtors Network, Radius Training- FREE for members and future members- sponsored by SBP  After event- Perfect Pairings Mentor Mixer (arranged in advance with special invite) PLAN BY NOV 2023 | Timing: Feb. 23rd (Friday) @ 2:30pm, followed by meet up at Model Home for wine and Kombucha Tasting |

**MEMBER-FOCUSED EVENT TWO**

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| Description: How to Navigate through the Website & Find Your Network(s) & 2025 Elections- FREE- sponsored by SBP PLAN BY FEB 2024 | Timing: June 21  Brown Bag Lunch at FCAR |

**ADDITIONAL EVENT**

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| 20 year Flagler Network Celebration | Timing:  March 4 |

**ADDITIONAL EVENT**

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| Description: Comedy Night – BE ALL IN themed event to invite region  PLAN BY APRIL 2024 | Timing:  November |

**ADDITIONAL EVENT**

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| 2025 Installation | Timing:  December 6th, 2024 |

**ADDITIONAL EVENT**

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| Health & Wellness Event | Timing:  June 6th |

**ADDITIONAL EVENT**

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| Description: SBP Celebration/ Thank you Night  PLAN BY Feb 2024 | Timing:  Aug 2nd |

**ADDITIONAL EVENT**

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| Description: Waterway Clean-Up  PLAN BY Feb 2024 | Timing:  July |

**ADDITIONAL EVENT**

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| Description: Grace Food Pantry for March WCR event  PLAN BY December 2023 | Timing:  March 23rd |

**ADDITIONAL EVENT**

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| Description: Fashion Show- Prom Night | Timing:  April 19th |

**ADDITIONAL EVENT**

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| Farmers Market | Timing:  May 18th |

**ADDITIONAL EVENT**

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| Christmas in September | Timing:  Sept 21 |

**ADDITIONAL EVENT**

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| Halloween Party | Timing:  Oct. 18th |

**GOALS: MEMBERSHIP DEVELOPMENT**

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| **Reference: *Local Network Operating Standards***  Maintain a minimum of 20 REALTOR® members.  Maintain a maximum of up to 20% National Affiliate members.  Local Networks do not have ‘local affiliate members’ but are encouraged to have Strategic Partners who are provided a range of benefits.  Implement a timely new member ‘welcome and orientation’ process that includes a personal interview with each new member on her business needs and goals.  Implement a first-year member communication strategy focused on ensuring member engagement and renewal.  Develop and implement a strategy focused on recruitment of REALTORS®. |

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| **Current Year Goals (and beyond)**  40 real estate associate members to include 5 past presidents of which 3 sit on committees. Of 40 members, 30 have been members for 6 or more months and 10 new members (less than 6 months). | |
| **Strategy/Action**  Recruit realtor spouses of local business partners/ invite to attend 2 events at no charge | **Deadline** |
| **Strategy/Action**  Recruit brokers/ invite to a district or regional event | **Deadline** |
| **Strategy/Action**  Review Realtors in business 3-6 years & visit them at their open houses- invite to WCR event and 1 social | **Deadline** |
| **Strategy/Action**  President will schedule one on ones with each board member and ask the network at large to seek time with a board member to “fill their cup” so to speak on a personal or professional level. Each board member to mentor 1-2 newer members for the year. Identify a board candidate. | **Deadline** |

**GOALS: COMMUNICATIONS AND MARKETING**

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| **Reference: *Local Network Operating Standards***  Local Network meetings and events should be promoted with a minimum of a 60-day lead time.  Use a consistent, online reservation platform.  Conduct target marketing of Local Network events to appropriate outside audiences.  Local Network must use and maintain the web site provided by National. Any secondary web site must link to the National site.  Local Network must provide a link to their website from any Network social media.  All Local Network events and communications (including graphics, annual themes, fundraisers, etc.) must reflect that of a business organization. |

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| **Current Year Goals (and beyond)**  Streamline all communication and social media postings- Announcement of birthdays, anniversaries with brokerage and network, welcome new members, feature SBPs and recognize their products and services. | |
| **Strategy/Action**  Implement REACH or other comm for Board, Project Planning Teams, and membership | **Deadline**  **October 2023** |
| **Strategy/Action**  Assign a Board Member per month to be responsible for SM Posts | **Deadline**  November 2023 |
| **Strategy/Action**  Post all events for the year on website and include Member Planet Link at least 3 months in advance to register | **Deadline**  All events loaded on website by end of November with as much detail as possible (at least dates for events through June 2024) |
| **Strategy/Action** | **Deadline** |

**GOALS: NETWORK RELATIONSHIPS**

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| **Reference: *Local Network Operating Standards***  Local Network should develop and implement a strategy to establish (or reinforce) and maintain a positive, productive relationship with the Local Association of REALTORS®.  Local Networks do not have ‘local affiliate’ members, but are encouraged to have Strategic Partners who are provided a range of benefits.  Conduct target marketing of Local Network programs and events to appropriate outside audiences.  Build relationships with related industry and community groups and consider opportunities for joint educational events and activities. |

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| **Current Year Goals (and beyond)**  Currently partnering with FCAR. Expand relationship-building to HBA. Grow affiliation with FCAR and secondary membership leaders (brokers and owners). | |
| **Strategy/Action**  Gather all birthdays & work anniversaries/ SMPs | **Deadline** |
| **Strategy/Action**  Get 30 second-1 minute videos from SBPs/ SMPs | **Deadline** |
| **Strategy/Action**  Get a 30 second testimonial from members about benefits/ SMPs | **Deadline** |
| **Strategy/Action** | **Deadline** |

**GOALS: NETWORK ORGANIZATION AND MANAGEMENT**

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| **Reference: *Local Network Operating Standards***  Maintain a Governing Board structure that includes: President, President-elect, Secretary, Treasurer, Program Director, and Membership Director.  Meet as a Governing Board a minimum of four times a year.  Use Project Teams instead of committees to involve members in particular tasks, projects, planning for meetings/events, etc. (*optional:* have an Event Chair and/or a Recruitment and Retention Chair to assist the Program Director and the Membership Director and oversee related project teams).  Submit Network event meeting schedule to State by the date requested.  Submit annually a Business Plan to the State Network by the date requested.  Develop and submit to the State Network by the 4th Quarter an annual budget.  Submit the Network Annual Report to National by the deadline.  Make every effort to participate in all State and National meetings.  File annually State and Federal Tax Returns.  Maintain a 501c6 IRS tax-exempt designation.  Maintain D&O and Event/Liability insurance policies.  Conduct periodic financial reviews.  Conduct an election process according to operating model guidelines. |

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| **Current Year Goals (and beyond)**  Board meetings each quarter: Jan, April, July, Oct. Workshops 1 week prior to each board meeting. Incorporate a checklist schedule. | |
| **Strategy/Action** | **Deadline** |
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**GOALS: OTHER**

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| **Current Year Goals (and beyond)** | |
| **Strategy/Action** | **Deadline** |
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| **Strategy/Action** | **Deadline** |

**PROJECT TEAMS NEEDED**

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| **TEAM NAME** | **Focus/Assignment** | **Chair/Members** |
| Industry & Member-Focused Events & Volunteer Events Committee |  |  |
| Additional Events Committee |  |  |
| Local Network & Operating Standards & Membership Committee |  |  |
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**OTHER ASSIGNED WORK**

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| **LEAD** | **Focus/Assignment** | **Deadline** |
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**RESOURCE NEEDS**

[Consider: budget implications, outside expertise, partnerships, systems/technology needed, etc. to achieve goals]

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| **Goal:** | **Special Resources Needed:** |
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