



## CHATTANOOGA NETWORK STRATEGIC PLAN 2023

### Strategic Framework

About the Chattanooga Network:

Women's Council of REALTORS Chattanooga is an affiliate of the Women's Council of Realtors Tennessee Network and the Women's Council of REALTORS, a national organization of successful REALTORS advancing women as business leaders.

As an organization affiliated with the National Women's Council of REALTORS, the Chattanooga Network must adhere to a set of operating standards reflective of the Women's Council brand.

As a Local Network, we are also involved in the local Associations of our members as well as the Tennessee Realtors Association, bringing the influence and leadership talents of Women's Council to support GCR and TR goals and initiatives.

Women's Council of REALTORS is one of nine affiliated organizations of the National Association of REALTORS, each representing an important industry segment and specialty within NAR's 1.4 million members. <https://www.nar.realtor/about-nar/affiliated-organizations>

**1 Certified Commercial Investment Member Institute (CCIM)**

**2 Real Estate Business Institute (REBI)**

**3 Certified Residential Specialist (CRS) Residential Real Estate Council (RRC)**

**4 Counselors of Real Estate (CRE)**

**5 Institute of Real Estate Management (IREM)**

**6 Real Estate Buyer's Agent Council (REBAC) (ABR)**

**7 REALTORS® Land Institute**

**8 Specialist, Industrial & Office Real Estate (SIOR)**

**9 The Women's Council of REALTORS® (WCR) is a nationwide community of more than 12,000 successful real estate professionals. The Women's Council mission is to advance women as professionals and leaders in business, the industry and the communities they serve. The Performance Management Network designation focuses on combining real-world skills with the power of the Council's national referral network.**

**Statement of Purpose:** The purpose of the Women's Council of REALTORS CHATTANOOGA is to support local network excellence, and to develop all members as business leaders within the Women's Council, the industry, and the communities we serve.

**Vision Statement:** Women's Council of REALTORS Chattanooga is the standard for excellence in network support, and will develop leadership within the real estate industry.

## **STRATEGIC GOALS**

**Local Network Effectiveness** - meet or exceed network operating standards, 2023 Certified Leadership - strengthen the influence and visibility of women within the real estate community, identify and cultivate leadership potential, and offer opportunities to all members.

**Promotion of Women's Council of REALTORS Value** - every REALTOR understands and can articulate tangible business value of membership and has opportunities to develop as a leader.

**Governance** - focus on fulfillment of Network's purpose and provide a sustainable foundation for long term growth, develop innovative programs and services.

## **CORE VALUES**

**Leadership** - Value members who inspire others and effect positive outcomes

**Influence** - Value inclusion of women's perspectives and ability to influence

**Power of Collaboration** - Value the greater success found while supporting each other

**Opportunity** - Value the full diversity of members' experiences, ideas, and perspectives

**Professional Credibility** - Value a shared value system of integrity and respect

All values together lead to commitment to excellence and continuous development.

### **Support Local Network Value**

- Continue the quality and branding of local network events

- Provide variety, speakers, education, topics

### **Support Membership Development**

- New member application, welcome, orientation progress

- Set a new membership goal, track progress

- Set a template for membership progress (guest visits)

- Create a set of materials with consistent messaging on values of Women's Council

### **Outreach and Support**

- Set basic management levels of budget, microsite, social media, marketing

- Encourage attendance at GCR and TR events, conferences

- Communicate regularly with State Networks - 5 other local and 1 state network

- Governing Board to operate in cohesive, productive manner

- Pro-active assessment of performance and compliance

### **Leadership**

- All members have access to information (wcr.org) (may attend board meetings)

- Offer at least one speaker on Leadership, CE optional

- Follow National Council LID system,

- Consider a mentorship program

### **Intentional Networking**

- Use technology more - consult with Stephanie Bobo

- Establish a co-ordinated event with other state networks

- Create a system for peer-to-peer networking within each event

## **Diversity, Equity, Inclusion**

- Identify, encourage, train new leaders
- Develop relationships with leadership of diverse segments of the industry
- Welcome members of all backgrounds, experience, perspectives, and talents.
- Avoid cliques, politics, and religion in Network events
- Offer at least one speaker on Diversity, CE optional
- Create a long range plan to engage other real estate groups in collaboration

## **Industry Relations**

Offer input and engagement (to attend association events), Inform and maintain alliance with GCR for publicity, Establish Women's Council of REALTORS Chattanooga as an essential partner in achieving state and local association goals. Seek a liaison position with TR or GCR (future project)

## **Articulate the Value Proposition**

The leadership style exhibited by members of the Women's Council is definable, branded, and sought after within the industry and organized real estate. Women's Council is recognized as the premier leadership development organization within the industry

Local network leaders understand how activities (such as education, referrals, and networking) support the goal of leadership development as the central function of the council.

Create a cohesive and continuing public relations campaign that can be implemented by each new governing board Define and brand the Women's Council "Leadership Style" and communicate it through various means: storytelling, spotlight on members, leadership accomplishments, etc Co-ordinate with the state networks and create a project team to investigate and evaluate ways to position Women's Council as the voice of women in real estate in Tennessee. Add content, messaging, and tools ("discover the leader within") to orientation to enhance understanding of leadership development as the central function of Women's Council and how all local network activities support it.

## **GOVERNANCE**

### **State meetings and events**

- Increase attendance at local, state, and national events (offer scholarships)
- Create flexible ways to participate (Zoom, recordings,)
- Evaluate the schedule, coordinate with local and state associations

### **Organizational Culture**

- Model effective leadership (be prepared)
- Demonstrate actions, behaviors, and leadership style reflective of our brand
- Develop an orientation to facilitate operating values
- Develop a plan to delegate to teams
- Encourage past leaders to become ambassadors/mentors
- Address member concerns
- Evaluate current qualifications for leadership positions

### **Sustainability**

- Revenue has grown, revenue sources are not diversified, Match expenses to goals
- Develop no-cost events open to all dues-paying members. Consider on-line auctions.