

Georgia REALTORS®
State Leadership Idea Exchange Council
REALTORS® Legislative Meeting & Trade Expo
Wednesday, May 10, 2016

GAR is looking toward the future in 2016! This Spring, our Strategic Planning Committee met to plan for the future and used the DANGER Report as a guide. The committee weighed the various threats facing the real estate industry and prioritized the “dangers” that they felt were most imminent. Next, the committee formulated a strategic plan comprised of goals that address the future of the Association and the industry, each of which were back by measurable objectives. The GAR 2016-2017 is still being edited at this time, but we would be happy to share the final product once it is complete.

One important component of our new Strategic Plan was the input of our under-40 members. GAR President Ryan Brashear appointed a YPN Presidential Advisory Group (PAG) to learn more how GAR can help our young professionals become more involved in the Association and to see what tools they were seeking to grow their business. Input from the PAG was discussed during the Strategic Planning retreat, and the committee did move forward with some of their suggestions.

Finally, we all know that advocacy is the cornerstone of our business. In early 2016, GAR launched GARAdvocacy.com, a new website to make our advocacy and election efforts more accessible to our members. This project was led by a joint subcommittee of our RPAC and State & Local Government Affairs Committees. The subcommittee was charged with enhancing the promotion of RPAC supported candidates and our legislative efforts.

New enhancements will allow for easier viewing of our RPAC-supported candidates by moving this information to a more prominent location, and providing the capability to search candidates by name, city, or district. Members will be able to see photos of our REALTOR® Party candidates and will have the ability to link to candidates’ websites to learn more.

The site will also enhance the promotion of our RPAC Major Investors. These leaders will be prominently featured on a list that indicates their cities and local associations, displays their photos, and links to their websites.

Most importantly, the site will highlight GAR’s legislative accomplishments. GAR priority bills will be featured on the homepage, allowing members easier access to important information. Additionally, members and local association staff will have easier access to REALTOR® Party programs and resources, which are available to assist our local associations with achieving their advocacy initiatives at the local level.