

LCAR

Mission: LCAR is the greatest Real Estate Association.

Vision: We are the greatest at member services, community outreach, government affairs and ethics.

Member Services

Improve the value of membership by offering tailored services, engaging events, and resources that support Realtor® success.

Community Outreach

LCAR invests in our community.

Government Affairs

Position LCAR as the advocate for the entire real estate ecosystem.

Ethics

Elevate professional standards and ethical behavior.



Membership

- Grow Membership
- Enhance Engagement

Education

- Increase Variety of CE's
- Expand Seminars

Advocacy

- Increase Member Awareness
- Relationship Building



Community

- Increase Community Awareness
- Charitable Events

Technology

- Improve Website
- Robust Social Media

Financial

- Improve internal process
- Diversify Revenue Streams

Strategic Plan for Las Cruces Association of REALTORS® (LCAR)

Vision Statement

To be the leading resource and advocate for real estate professionals in Las Cruces, fostering a dynamic, ethical, and sustainable real estate industry that supports the growth and prosperity of our community.

Mission Statement

To support and empower our members by providing education, advocacy, resources, and community engagement opportunities that promote ethical practices, professional growth, and successful real estate transactions.

Strategic Goals & Objectives

1. Member Engagement

Objective 1.1 Increase overall membership by 5% within the next two years.

Strategies

- Implement referral incentives for existing members to encourage new member sign-ups.
- Partner with local real estate schools and agencies to introduce new agents to LCAR.
- Launch a marketing campaign to attract new affiliates.

Objective 1.2 Enhance member engagement through diversified programs and services.

Strategies

- Conduct quarterly surveys to understand members' needs and adapt services accordingly.
- Host networking and social events to foster community among members.
- Partner with related organizations, such as the Las Cruces Association of Construction, to host joint events.

Objective 1.3 Increase attendance and member satisfaction with events.

Strategies

- Plan events in advance In Accordance With (IAW) new events and social media policy.

- Send out surveys to attendees no later than 48 hours after the event.
- Maintain a Net Promoter Score (NPS) of 5 or above for each event.

2. Professional Development and Education

Objective 2.1: Increase the variety of continuing education courses offered annually.

Strategies

- Partner with certified real estate education providers to deliver CE courses on trending topics, including digital marketing, property management, and legal updates.
- Develop custom courses focused on Las Cruces market trends, regulations, and local real estate practices.
- Provide on-demand, online course options for members to complete at their convenience.
- Provide at least one Fair Housing course to comply with NAR DEI requirement.

Objective 2.2: Expand the number of non-CE skill-building workshops and seminars.

Strategies

- Offer workshops on topics like negotiation skills, client relationship management, and the use of digital tools.
- Organize quarterly “Expert Speaker Series” with industry leaders covering emerging real estate topics.
- Develop a knowledge hub on LCAR’s website with recorded webinars, industry articles, and resources.

3. Advocacy and RPAC

Objective 3.1: Increase member awareness and participation in local, state, and national advocacy efforts.

Strategies

- Hold bi-annual legislative briefings to update members on key real estate policy changes.
- Encourage member involvement in REALTOR® Day at the legislature and other political events.
- Provide regular policy updates through newsletters and social media.
- Explore the feasibility of forming our own GPAC.

Objective 3.2: Build relationships with local government and community leaders to influence real estate policy.

Strategies

- Host forums with local officials to discuss real estate and housing issues in Las Cruces.
- Support Government Affairs Committee to identify key policy priorities for LCAR.
- Support housing initiatives that promote sustainable development and affordable housing options.

4. Community Engagement and Brand Awareness

Objective 4.1: Increase community awareness of LCAR and its contributions.

Strategies:

- Launch a social media campaign spotlighting LCAR's mission, activities, and benefits of working with REALTORS®.
- Partner with local organizations and charities on community service projects to reinforce LCAR's presence.

Objective 4.2: Enhance LCAR's visibility through community events and sponsorships.

Strategies

- Sponsor or participate in community events that benefit the community and LCAR through shared values.
- Conduct a feasibility study on forming a 501(c)3 to provide tax benefits to donors and make the organization eligible for grants.
- Host a homeownership fair to educate the public on buying, selling, and renting property.

5. Technology and Digital Transformation

Objective 5.1: Improve LCAR's digital presence to enhance member experience and attract new members.

Strategies

- Redesign the LCAR website to improve navigation, member resources, and educational content.
- Develop a mobile app that allows members to access resources, register for events, and stay updated on LCAR news.
- Increase social media engagement by creating a content calendar that includes market trends, member spotlights, and event highlights.

6. Organizational Excellence and Financial Stability

Objective 6.: Ensure financial stability and growth to support ongoing and new initiatives.

Strategies

- Increase revenue by expanding sponsorship opportunities for events and programs.
- Identify and apply for grants that align with LCAR's mission, particularly for community-focused initiatives.
- Conduct financial reviews and audits IAW the National Association of REALTORS® Core Standards

Objective 6.2 Improve internal processes and operations to enhance service delivery.

Strategies:

- Ensure staff members receive ongoing training on the current Association Management System (AMS).
- Develop a clear communication and project management system for the LCAR team.
- Conduct monthly staff training on topics that improve efficiency, customer service, and general office skills.
- Develop in-house subject matter experts to minimize the need to outsource projects.

Implementation and Timeline

Year 1 (2025)

Year 2 (2026)

Year 3 (2027)

Performance Metrics

- Membership growth rate and retention rate.
- Engagement rates in education programs and workshops.
- Member participation in advocacy events.
- Social media engagement and community event attendance.

- Financial growth, including sponsorship revenue and grant funding.

Review and Adjustments

This strategic plan should be reviewed annually by LCAR's board and adjusted to reflect changes in the industry, feedback from members, and evolving community needs.