



GET PLUGGED IN FOR 2019!

SERVE ON A FOCUS GROUP -- GET INVOLVED

**REALTOR® AND AFFILIATE MEMBERS:
PARTICIPATE TO GUIDE YOUR ASSOCIATION**

When you volunteer to participate in the Association decision-making work, you contribute to the Arizona real estate industry, build valuable contacts & add information and skills for your business success. Meeting times vary due to each activity.

If you are interested in being part of any of the following Focus Group(s) in 2019 please [CLICK HERE](#) for the "Get Plugged In" form.

FOCUS GROUPS:

COMMUNITY OUTREACH

Description: Provide greater exposure to enhance the image of the REALTOR® and Affiliate Members by being the Voice of Real Estate in the Sedona Verde Valley area.

Activities:

- Promote the value of SVAR REALTOR® and Affiliate Members through the planning, organization and implementation of the Strategic Plan
- In conjunction with the Events Focus Group, coordinate community events
- Issue press releases, advertisement and promotions prior to events
- Provide a photo record of the

RAPAC (REALTORS® of Arizona Political Action Committee)

Description: Oversee and coordinate local RAPAC contribution activity and increase awareness of the importance of RAPAC.

Activities:

- Promote the value of RAPAC at all meetings and events
- Formulate a plan of action to achieve RAPAC goals set by NAR and AAR
- Coordinate prizes for RAPAC fundraiser during the annual dues billing
- Coordinate at least one annual Major Investor event and identify

- events to be uploaded into NAR Core Standards record
- Through community outreach, engage SVVAR Members to participate in local events and activities

EVENTS

Description: Create opportunities to network and build relationships between SVVAR REALTOR® Members, SVVAR Affiliate Members, and other industry partners.

Activities:

- Consider ways to provide positive exposure and support for SVVAR Members through community fund-raising events and SVVAR activities
- Plan one or two Broker meetings per year
- Coordinate with other Focus Groups on 1 or 2 Humanitarian Fund fundraisers per year
- Assist in planning the Annual Business Meeting
- Assist in planning the Annual Installation of Officers and Directors

GOVERNMENT AFFAIRS

Description: Monitor local officials whose positions impact the real estate industry. Offer endorsement recommendations to the Board of Directors and coordinate a political awareness campaign among SVVAR Members.

Activities:

- Develop programs to educate members on the benefits of political involvement
- Encourage members to participate in political activities
- Provide information to SVVAR Members on local political meetings and activities
- Coordinate NAR and AAR Calls for Action to SVVAR Members

- potential Major Investors
- Assist SVVAR Executive Vice President in application for NAR grants to help with expenses of events
- Coordinate auction items for the AAR Spring Convention

COMMUNICATION

Description: To assist in providing timely information out to SVVAR Members.

Activities:

- Coordinate with other focus groups and staff on when & what needs to be communicated to the members & by which methods
- Evaluate and research all current platforms & increase level of effective membership engagement
- Develop new features on existing platforms to increase member input
- Create a timeline of communication to membership
- Be the "Voice of Real Estate"

EDUCATION

Description: Schedule and plan an annual calendar of educational opportunities for continuing education credit, as well as workshops and programs aimed at building skills and knowledge.

Activities:

- Secure quality instructors and speakers for education classes and seminars
- Secure sponsorship for classes
- Assist staff with scheduling monitors for classes

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