



HELP YOURSELF AND YOUR BUSINESS

SERVE ON AN SWAR FOCUS GROUP

## 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
- voice your concerns

## GET PLUGGED IN!



- Together, we accomplish more.
- Be in the know.
- You can help pave the way.
- You'll feel good about it.
- Many hands make light work.
- If you abstain, don't complain.
- If you would like to change what you see, volunteer!
- You are valuable to SVVAR.

[CLICK HERE](#) for the "Get Plugged In" form.

Note: Meeting times vary due to each activity.

## 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 SVVAR REALTOR® and Affiliate Members

### 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

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 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 fundraising 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

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 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

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