



OUR MISSION

MIBOR REALTOR® Association empowers members and strengthens the marketplace in central Indiana through collaboration, advocacy, professionalism, education and innovation.

EMPOWERING MEMBERS

Real estate professionals engage in buying, selling, exchanging, renting, leasing, counseling, advising, appraising, and developing real estate for others for compensation. Individuals seeking to provide those services are first licensed by the State of Indiana. Licensees interested in operating at a higher standard of practice and professionalism join the REALTOR® organization.

MIBOR REALTOR® Association serves over 8,000 members. Approximately 7,400 are REALTORS® while an additional 600 hold Affiliate Membership. There are approximately 600 additional subscribers to the MIBOR Broker Listing Cooperative® (BLC® listing service) who receive their REALTOR® status through another Association.

Real estate transactions are complex. The ideal real estate transaction involves the professionalism of a REALTOR®. In many ways new entrants to the real estate industry are challenging the relevancy of the REALTOR® through implications that technology can remove complexity and thus remove the need for the services provided by the broker. We reject that idea and believe that in the interest of an efficient, satisfying transaction, consumers should use a REALTOR®. MIBOR, through our structure, workforce and the services we provide, focuses on empowering our members to best meet the needs of their clients.

STRENGTHENING THE MARKETPLACE

MIBOR REALTOR® Association is committed to ensuring that an efficient real estate market exists in central Indiana. This is vital to the prosperity of our members, the wealth and safety of their clients, and the health and vibrancy of the community. All the departments of MIBOR work to support this mission.

MIBOR achieves this mission by safeguarding market information and enforcing rules that govern market participation. This allows our members to do their jobs with confidence. The MIBOR BLC® listing service is the platform on which transactions come together. It creates a dynamic community of professionals; competitors working together to create a healthy, efficient marketplace.

MIBOR plays a critical role with over 350 local elected and appointed officials in the counties, and municipalities within our jurisdiction. MIBOR's concentrated political affairs effort allows us to be proactive in understanding and influencing the impact that local regulations have on the real estate marketplace. Equally important, the department works to ensure members understand the significance and potential impact that policies have on the marketplace.

One of MIBOR's strengths is our ability to convene partnerships. We must continue to invest and support the economic and community development efforts in central Indiana that have a major focus on quality of life, creation of jobs, and pro-growth strategies for transportation, land use and infrastructure. Through this level of engagement, MIBOR strengthens the marketplace



ACCOMPLISHING OUR MISSION

The leadership of MIBOR, elected by the membership, works with the staff to determine the goals that will lead to successfully empowering our members and strengthening the marketplace. Every committee, department, and individual team member plays a critical role in successfully accomplishing our mission. We measure our success against customer satisfaction and other key performance indicators. MIBOR has identified 5 core competencies through which we will achieve our goals. We will collaborate, advocate, educate, innovate and communicate.

GOALS FOR 2018-2020

- Ensure market efficiency
- Strengthen our communities
- Promote professionalism
- Preserve member relevancy
- Be the definitive source

GOAL 1 - ENSURE MARKET EFFICIENCY

ENSURE MARKET EFFICIENCY THROUGH INNOVATION

OBJECTIVE 1: Provide members with a stable trading platform.

STRATEGIES:

- △ Enforce rules to ensure listing data is accurate, timely and dependable.
- △ Minimize the time needed to enter, identify, and market properties through the BLC® listing service
- △ Provide products, services, and data that effectively serve our members' business needs and give a competitive advantage over non-member licensees.

OBJECTIVE 2: Maximize geographic area available to MIBOR members

STRATEGIES:

- △ Build relationships when and where beneficial to provide a meaningful service area without arbitrary boundaries.
- △ Seek opportunities to mitigate market disorder.

ENSURE MARKET EFFICIENCY THROUGH COLLABORATION

OBJECTIVE 1: Partner with organizations of relevant interests to address common housing and land use issues such as available housing and affordability.

STRATEGIES:

- △ Invest and partner with Indianapolis Neighborhood Housing Partnership (INHP)
- △ Work with Builders Association of Greater Indianapolis (BAGI) and Indiana Apartment Association (IAA)
- △ Work with Urban Land Institute (ULI) and the Metropolitan Planning Organization (MPO)



MIBOR REALTOR® ASSOCIATION STRATEGIC PLAN 2018-2020 (YEAR 2019)

- △ Invest and work with community development organizations like Local Initiative Support Corporation (LISC) and others
- △ Partner with the Indiana Land Use Consortium to educate elected officials on land use issues
- △ Look for new opportunities for collaboration (perhaps other listing services, CMLS, Mortgage Bankers Association, Indiana Land Title Association (ILTA), and others)

OBJECTIVE 2: Maximize the effectiveness of economic development efforts in central Indiana to attract and retain a talented workforce, attract and retain jobs, promote capital investment, increase wages, and develop the labor force.

STRATEGIES:

- △ Gain direct input into the direction setting and governance of local and regional economic development organizations
- △ Engage with Central Indiana Council of Elected Officials (CICEO)
- △ Work with Central Indiana Regional Development Authority (CIRDA) and MPO to update Comprehensive Economic Development Strategy (CEDS) and form an Economic Development District (EDD) for central Indiana

ENSURE MARKET EFFICIENCY THROUGH EDUCATION and COMMUNICATION

OBJECTIVE 1: Produce, publish, and present market trend analysis that will help to educate officials, relevant groups, the public, and our members

STRATEGIES:

- △ Promote issues agenda and real estate trends to officials and members

GOAL 2 STRENGTHEN OUR COMMUNITY

STRENGTHEN OUR COMMUNITY THROUGH ADVOCACY

OBJECTIVE 1: Be the leading voice for property rights and real estate issues

STRATEGIES:

- △ Influence the outcome of local legislation and regulations
- △ Be the trusted source of housing information

OBJECTIVE 2: Identify and Support Candidates

STRATEGIES:

- △ Help elect individuals who are supportive of property rights and important REALTOR issues



MIBOR REALTOR® ASSOCIATION STRATEGIC PLAN 2018-2020 (YEAR 2019)

STRENGTHEN OUR COMMUNITY THROUGH COLLABORATION

OBJECTIVE 1: Support community initiatives that foster a favorable environment in which to conduct real estate transactions

STRATEGIES:

- △ Work with housing and community partners to address housing, land use, and quality of life issues
- △ Promote efficient use of tax dollars
- △ Work with economic and community development organizations that enhance the community and build strong neighborhoods

OBJECTIVE 2: Increase MIBOR community involvement

STRATEGIES:

- △ Encourage members, divisions, and MIBOR staff to engage in community representing the best of what it means to be a REALTOR®
- △ Highlight this activity through vehicles including social media, media pitching, etc.
- △ Support the REALTOR® Foundation mission of Linking Hope to Homelessness

STRENGTHEN OUR COMMUNITY THROUGH COMMUNICATION

OBJECTIVE 1: Arm members with information about community initiatives

STRATEGIES:

- △ Simplify the school enrollment process (in Marion County)
- △ Organize events and opportunities for members to meet with community leaders
- △ Distribute information through our various outlets and social media
- △ Create ready to use content for members to share information on community initiatives to their spheres
- △ Provide data layers within the BLC® listing service that better inform members and help better serve their clients

GOAL 3 PROMOTE PROFESSIONALISM

PROMOTE PROFESSIONALISM through EDUCATION

OBJECTIVE 1: Create a culture where MIBOR members are professional, ethical, cooperative and accountable.

STRATEGIES:

- △ Increase member awareness, accountability and adherence to laws, policies, standards and the Code of Ethics
- △ Ensure MIBOR members understand and utilize the process for reporting Ethical and Professionalism concerns and BLC® listing service Violations



MIBOR REALTOR® ASSOCIATION STRATEGIC PLAN 2018-2020 (YEAR 2019)

- △ Maximize the MIBOR Professionalism Program by providing key educational opportunities and tools
- △ Provide clear instructions on pathways to dispute resolution
- △ Educate, uphold and consistently enforce rules and policies

OBJECTIVE 2: **Enable and protect the efficient flow of member transactions**

STRATEGIES:

- △ Promote availability of online services and membership access in BLC® listing service training classes, new member orientation, division meetings and office visits
- △ Provide conflict resolution resources such as Ombudsman and Mediation Services
- △ Ensure conflict resolution techniques and suggestions are topics included in MIBOR publications

OBJECTIVE 3: **Retain committed and knowledgeable members for service on Grievance and Professional Standards Committees**

STRATEGIES:

- △ Provide quality committee training to the Grievance and Professional Standards Committees
- △ Ensure the diversity and broad representation of the membership on Committees and Taskforces

GOAL 4 PRESERVE MEMBER RELEVANCY

PRESERVE MEMBER RELEVANCY THROUGH INNOVATION

OBJECTIVE 1: **Ensure members have access to the best, most accurate and complete property data**

STRATEGIES:

- △ Stay aware of existing and emerging technology
- △ Evaluate technology – innovate when appropriate, share information with brokers, do not limit competition among brokerages.
- △ Promptly initiate standards and rules changes to adjust to changing market dynamics

OBJECTIVE 2: **Minimize unauthorized use of BLC® listing service content**

STRATEGIES:

- △ Enforce policies related to the unauthorized use of BLC® listing service log in information



MIBOR REALTOR® ASSOCIATION STRATEGIC PLAN 2018-2020 (YEAR 2019)

PRESERVE MEMBER RELEVANCY THROUGH COMMUNICATION

OBJECTIVE 1: Maximize awareness on issues that impact the quality of life in communities, property values, and emerging market trends.

STRATEGIES:

- △ Provide consumable content for members to share with clients as the trusted source of all housing information

OBJECTIVE 2: Promote MIBOR members as role models of professionalism, knowledge and expertise for all housing topics

STRATEGIES:

- △ Provide consumable content for member use with their clients
- △ MIBOR CEO articles published in local publications
- △ Maximize consumer awareness of the value of a REALTOR®
- △ Maximize consumer awareness of REALTOR® knowledge about local housing issues
- △ Maximize consumer awareness of the expertise and professionalism of REALTORS®.

OBJECTIVE 3: Promote the Value of a REALTOR.

STRATEGIES:

- △ Provide consumable content for member use in their marketing
- △ Advertising campaign

GOAL 5 BE THE DEFINITIVE SOURCE

BE THE DEFINITIVE SOURCE THROUGH COMMUNICATION

OBJECTIVE 1: Be the definitive source for housing data within MIBOR market area

STRATEGIES:

- △ Provide the most accurate and timely market trends data
- △ Publish market statistics earlier in the month than currently.
- △ Provide members with consumable content
- △ Provide data analysis that can help shape public policy and public opinion