

Austin Board of REALTORS®  
ACTRIS

# 2019-2023 **STRATEGIC PLANS**



*Approved by ABoR Board of Directors  
on September 5, 2018*

## A MESSAGE FROM THE CEO

### ABoR Members and ACTRIS Subscribers –

I am eager to present to you the **2019–2023 Strategic Plans** for the **Austin Board of REALTORS® (ABoR)** and the wholly owned, **Austin/Central Texas Real Estate Information System (ACTRIS)**.

These plans, which will take effect on January 1, 2019, represent the first time ABoR has created separate, dedicated visions for our Association and MLS in our 92-year history. In setting separate visions for ABoR and ACTRIS, the Board of Directors built a foundation on which both entities can stand alone and exponentially grow the vital, but distinct, value they provide you and your business.

The ABoR and ACTRIS Strategic Plans are the culmination of months of research and discussion, including an intensive analysis of our environment to deeply understand industry trends, local market and member needs, and operational capabilities of each entity.

This analysis revealed a clear and poignant understanding about the core purpose of an Association versus that of an MLS. An Association exists to build community around the shared purpose of professionalism and advocacy. At our core, ABoR strives to be an indispensable connection for our members to career success and industry engagement. That differs from the utilitarian nature of the MLS, which exists to deliver an innovative suite of products built on the foundation of an orderly marketplace.

With that, your Board of Directors and I are proud to present these new Strategic Plans to you. We want to hear your questions and comments. Help us identify opportunities to implement the strategies outlined within each plan. The execution of the vision we share can only be made real with your direct involvement and input, so please share your ideas with us at **ABoR.com/Engage**.

Best Regards,

**Emily Chenevert**

CEO, Austin Board of REALTORS®



**Emily Chenevert**

Chief Executive Officer  
Austin Board of REALTORS®

## OUR VISION

To foster the most professional and engaged REALTORS® in the nation.

## OUR MISSION

ABoR. Building Connections.

At the Austin Board of REALTORS®, we build connections that strengthen the careers of our members and improve the lives of Central Texas families. We connect our members to unparalleled opportunities for training and professional development, while also strengthening the industry’s connection to the highest standards of ethical behavior. We connect homeowners and REALTORS® to the legislative process, speaking up for the place we all call home.



### BE THE ESSENTIAL RESOURCE

- Provide impactful services and a wide variety of programs that address the unique challenges of our members’ profession.
- Be the source for industry trends, risk reduction, and evolving business practices.
- Position Central Texas REALTORS® as trusted advisors to their clients through thoughtful consumer engagement.
- Establish ABoR as the voice of real estate and comprehensive resource of market data for government affairs stakeholders, community leaders, and media partners.
- Deliver independent value to our membership to more nimbly adapt to industry expectations and changes.



### ENGAGE INTENTIONALLY

- Connect with members where and how they want to be engaged.
- Embrace technology that allows ABoR to better connect with those we serve.
- Humanize and amplify our communications to better resonate with our members.
- Influence the REALTOR® brand through deeper engagement in NAR and TAR.
- Provide exceptional customer experiences to members.



### ELEVATE OUR INDUSTRY

- Establish ABoR as a thought leader for increasing professionalism in our industry through stronger enforcement, risk reduction, and accountability initiatives.
- Deliver impactful education, member programs, and interactive events that enhance both the leadership and professionalism of REALTORS® and Affiliates.
- Strengthen leadership and membership participation to mirror the rich diversity and culture of our region.



### ADVOCATE FOR THE COMMUNITY

- Expand and deepen ABoR’s government affairs initiatives and member engagement in advocacy and the electoral process.
- Solidify ABoR as the most influential force in issues impacting homeowners and the real estate profession in Central Texas.
- Mobilize members to become advocates in governmental affairs at the local, state, and national level.
- Cultivate and maintain strong community partnerships and alliances.



### CHAMPION OPERATIONAL AGILITY

- Invest in technology that ensures an efficient and effective member experience.
- Offer competitive benefits and professional development opportunities for staff to ensure high standards of performance.
- Implement creative solutions for generating revenue.
- Calibrate membership packages and fees structures with industry norms.
- Demonstrate transparency of information and decision-making processes.

## CORE COMPETENCIES

Professionalism | Education | Government Affairs

## OUR VISION

Be the best in class service provider through expansion and innovation.

## OUR MISSION

ACTRIS is the authoritative source for all Central Texas real estate information. We empower our subscribers and their clients by connecting them to the market’s most complete, accurate, and up-to-date listing information. We elevate industry success by setting the foundation for an orderly marketplace where competitors cooperate to facilitate the purchase, lease, and sale of real property.

## CORE COMPETENCIES

Accurate Data Delivery • Timely Data • Comprehensive Data Access • Orderly Marketplace



### DELIVER UNPARALLELED MARKET DATA

Create, deliver, and secure our market’s most complete, accurate, and up-to-date listing information.

We will do this by:

- Developing proprietary data sets and integrating third-party information that increases our competitive market advantage.
- Aligning our data structure with industry standards.
- Facilitating and enhancing broker data initiatives.
- Advancing improvements in content licensing and data distribution tools.
- Strengthening data security and risk mitigation strategies.
- Cultivating broader data accuracy awareness.

### EXPAND STRATEGICALLY

Leverage scalability and market position to provide exceptional value through economies of scale.

We will do this by:

- Establishing an MLS Board of Directors with governance policies and independent financial reporting.
- Building a comprehensive MLS brand and marketing strategy to engage stakeholders on multiple communications platforms.
- Engaging brokers to better understand and respond to their business objectives.
- Establishing and maintaining strategic partnerships that broaden our impact.
- Elevating our product mix to deliver new value to targeted subscriber segments.

### EMBRACE INNOVATION

Aspire to transform our business by embracing new technologies and advancements to existing solutions and processes.

We will do this by:

- Unlocking business intelligence through the improved collection and processing of subscriber feedback and product evaluations.
- Empowering brokers to better capitalize on emerging technology to capture leads.
- Performing a comprehensive review of technologies to enable more efficient property access and showings.
- Positioning the organization as an industry thought leader to capitalize on connections and strengthen understanding of future trends.
- Positioning the organization to deliver an MLS marketplace powered by modern database architecture and technologies.

### CHAMPION OPERATIONAL AGILITY

Structure our organization and internal processes to allow for an agile, rapid response to industry trends and demands.

We will do this by:

- Strategically focusing operations and product offerings to deliver superior subscriber value.
- Investing in consistent professional development opportunities for staff to learn and maintain skills.
- Delivering modern technological solutions to improve the subscriber experience.
- Enhancing access to skilled technology professionals.