



STRATEGIC PLAN

Strategic Pillars: Lead, Advocate, Connect, Educate (LACE)

STRATEGIC PILLAR

LEAD - NEXUS advances the mission and vision of the Association through a contemporary, responsive leadership, governance, and business structure that reflects and utilizes the diverse talents of our forward-thinking members and staff

•**MEMBERSHIP GROWTH AND EXPANSION** - NEXUS is always open to conversations to thoughtfully expand the Association's membership, as well as the programs, products, and services provided.

1. Initiate, continue, and advance productive, specific conversations with neighboring associations to consider alliances, consolidation, mergers, and/or shared services
2. Connect and engage with members and non-members through meaningful focus groups, meetings, networking events, recognition programs, etc.
3. Encourage member referrals to recruit and grow affiliate membership
4. Differentiate and promote the value of NEXUS programs, products, and services to members and non-members

•**LEADERSHIP DEVELOPMENT** – Recognizing the diversity of our members, NEXUS actively seeks and identifies the unique talents that members possess and cultivate the engagement of those members at all levels of the association.

1. The Executive Committee, Board of Directors, and Nominating Committee will actively identify, recruit, and encourage participation of possible candidates for Leadership (Exec Committee, BOD, Committee Chairs, Vice Chairs, participants) for the long-term strength of the Association
2. Promote NJR and NAR Leadership Programs to current and possible future Leaders and reimburse registration fees for those who successfully complete the programs
3. Develop desired volunteer experience profile to assist with recruiting leaders
4. Conduct a Volunteer Leadership Interest Session to describe and promote service
5. Design and implement orientation for Committee Chairs and Vice Chairs

•**FISCAL RESPONSIBILITY** – In collaboration with our financial and investment managers, NEXUS is dedicated to funding the vision of the strategic plan and responsibly managing the Association's finances

1. Maintain a diversified financial plan to fund current and future-focused strategic plan goals in a fiscally responsible manner
2. Treasurer, Executive Committee, and BOD reviews Association Financials regularly, and at a minimum, in preparation for robust discussion at meetings
3. Have CPA and Investment manager review once per year with the Board of Directors
4. Maintain a Finance & Investment Committee that meets to review Association Financials, investments, and draft budget recommendations for approval by the Board of Directors

•**FACILITIES AND OPERATIONS** – To meet members where they are, NEXUS maintains state of the art facilities and technology tools that exceed members' needs.

1. Maintain a satellite facility in Ocean County appropriate with member usage and support
2. Identify and move to a new centrally located headquarters location in Burlington/Camden County that supports and scales to meet member and association needs
3. Develop comprehensive cybersecurity policy to mitigate the impact of online data and technical breach
4. Develop a technology improvement plan and budget benchmarked against similar organizations to ensure NEXUS is fully leveraging its assets to provide superior customer support.



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ADVOCATE – NEXUS informs and advocates for members and the public on important laws, legislations, and ordinances affecting our industry and property rights

•**POLICY – In concert with NAR and NJR, NEXUS supports the REALTOR® party platform and crafts, supports and influences issues pertaining to real estate, property ownership and private property rights.**

1. Conduct regular meetings with municipal leaders for updates on and to serve as a sounding board for growth, property property rights, homeownership issues, and other real estate-related initiatives in their jurisdictions
2. Provide opportunities for members to communicate municipal issues of broad concern for initial vetting conducted by the Legislative Committee to submit a recommended course of action to the BOD, where appropriate and required
3. Expand the government affairs/legislative committee to include regional/area representatives for greater input and insight
4. Retain qualified government affairs staff and/or consultants to provide engage, provide visibility, and attend local municipal meetings regularly to forge meaningful relationships with leaders
5. Provide uniform messaging and talking points to committee members, key political contacts, elected officials and those attending meetings regarding NEXUS policy positions on real property issues
6. Increase the awareness and involvement of members, and through the website, provide members with recorded on demand streaming / recorded town/city council, local planning and other meetings affecting real estate

•**RPAC – NEXUS works to enhance member understanding of the importance and impact of financially investing in the political process to advance the initiatives affecting our industry.**

1. Showcase and highlight the positive RPAC wins due to the efforts of members and their investments
2. Promote NEXUS and NJR fundraising auctions and other events
3. Create an RPAC education strategy to increase awareness and participation by members
4. Develop an annual fundraising plan that with specific participation and investment goals by investor level
5. Showcase and highlight major investors in the newsletter, social media, website, digital bulletin board, event programs, major investor hall of fame wall, etc.

•**GRASSROOTS MOBILIZATION – NEXUS leverages the talents of member relationships with elected officials and influencers to advance our REALTOR® Party platform and impact laws/regulations that protect private property rights.**

1. Evaluate publicly supporting local candidates that support homeownership and private property rights
2. Create a networking process to get more members in front of decision makers to cultivate relationships.
3. Leverage the efforts of key political contacts who already have high level relationship with public officials at the municipal, state and national levels (FPCs and SPCs) to be responsive 'calls to action' and other activities
4. Fine tune a small group of highly trained key political contacts who can be mobilized to communicate a uniform message
5. Create links on the website, including the Municipal Monitor, regarding recent, proposed, or changing zoning regulations and ordinances impacting real estate



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•**INFLUENCE/OUTREACH –NEXUS is a recognized as a valuable partner to government entities and like-minded businesses, community, and advocacy organizations in advancing positions on private property rights.**

1. Compile and maintain a list of like-minded organizations that NEXUS should maintain relationships with to partner and advance our advocacy issues
2. Retain a qualified staff person to provide engage, provide visibility, and attend municipal meetings regularly to forge meaningful relationships with leaders
3. Maintain open and two-way communication with municipal councils to better understand new rules and legislation to our members
4. Encourage selected members who live locally to attend municipal zoning/planning meetings to better understand activities that are occurring that can affect our members and use a communication process to update Association members.



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CONNECT – NEXUS engages members, our communities, and the media by delivering innovative, world-class programs, products, and services that are amplified by a robust contemporary communications strategy.

•**MEMBER ENGAGEMENT - NEXUS delivers engaging member experiences that connect members to the organization and their peers; increase understanding of industry issues; and enhance awareness, value, and use of the programs, products, services beneficial to their business.**

1. Develop and implement a comprehensive member engagement strategy that employs diverse delivery methods to target various member audiences
2. Develop and implement a comprehensive communications strategy plan that employs diverse delivery methods to target information to member audiences
 - a. Test and track metrics across communications channels to increase click rate and engagement with communications
 - b. Solicit and promote member testimonials (written, video, photos, etc.)
 - c. Utilize actual member images, audio, video, etc. to personalize and localize communications campaigns

•**CONSUMER ENGAGEMENT & OUTREACH – NEXUS informs the public about market trends and the value of working with a REALTORS®. Connecting with consumers & communities strengthens trust and helps enhance the places where we work, live, and play.**

1. Utilize NAR assets highlight benefits of using a REALTOR®
2. Incorporate consumer-focused/engaging content on NEXUS website and social media channels
3. Provide organizational support (financial, personnel, marketing) to BOD-approved projects of the REALTOR® Community Service Committee (Ocean County) and expand outreach efforts in Burlington/Camden County
4. Identify and actively appropriate partnerships with and in support of local attainable housing organizations
5. Sponsor 1 or more regional events pertaining to Food, Clothing, Shelter and other real estate related activities at least annually
6. Identify and execute at least community project annually in support of NJR REALTORS® Care Week
7. Compile and maintain a list of members that currently serve on industry and community boards, commissions, charitable and philanthropic entities
 - a. Elevate the level and quality of open and two-way communication between members and the industry and community entities that they serve on regarding issues that impact the quality of life in our communities.
 - b. Evaluate how to provide those members serving on outside industry and community entities with REALTOR® Party platform information and uniform messaging regarding real estate related issues that impact our communities.

•**MEDIA RELATIONS - NEXUS fosters a meaningful relationships with local media providing useful and engaging information**

1. Develop a relationship with local media outlets to become the source of accurate, timely and relevant real estate information

•**BRAND IDENTITY –NEXUS amplifies the Brand and Value Proposition**

1. Amplify the NEXUS Value Proposition through repetition in communications
2. Audit and monitor usage of brand assets to ensure consistency (logos, signature blocks, printed materials, writing tone, etc.)



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EDUCATE – NEXUS advances practical and timely specialized learning opportunities to enhance member professionalism, expertise, ethical business practices, and profitability.

•**PROGRAMS**– NEXUS offers a robust portfolio of learning opportunities to elevate members' understanding of business practices, field issues, and industry topics in furtherance of the ethical, competent and proficient delivery of services to consumers.

1. Partner with NAR and its Institutes, Societies and Councils to offer advanced Designation, Certification and Certificate Courses
2. Collaborate and partner with other associations to increase attendance for advanced credential courses and improved profitability
3. Engage industry experts/affiliates to deliver skill course programming
4. Explore leveraging and better promoting our national on-line education partners to offer CE qualifying courses for NJ PA and DE

•**TARGET AUDIENCES** – NEXUS is committed to providing its diverse membership with a menu of course options designed around their specialty interests, skill, and experience levels.

1. Deliver a diverse curriculum mix of market relevant programming to cater to the needs of each of your diverse member audiences:
e.g. newly licensed, agents, managers, brokers, team leaders, business specialties

•**DELIVERY OPTIONS** – In collaboration with other associations, NEXUS delivers all levels of skill courses in a variety of formats.

1. In person or virtual
2. Course delivery at brokerage offices
3. Off-site program events
4. Online – 3rd party partners
5. Webinars and on demand recorded skill workshops

•**PROFESSIONAL STANDARDS** - To raise industry professionalism, NEXUS educates members and encourages them to adhere to and responsibly utilize the REALTOR® Professional Standards process

1. To guarantee credibility of the process, ensure that members serving on Professional Standards and Ethics Committees and Panels demonstrate and exemplify a true example of what it means to be a professional and REALTOR®
2. Require Committee members to complete Professional Standards training at least every 2 years to ensure understanding, adherence, and consistency with established procedures.
3. Routinely provide members information regarding the dispute resolution/professional standards process so they can effectively file ethics complaints and arbitration requests as appropriate
4. Maintain an ombudsman program supported by trained REALTORS® to mitigate member and consumer disputes amicably prior to launching the formal dispute resolution process.
5. Retain the services of a NAR certified professional standards administrator to effectively and efficiently manage the dispute resolution process.