

# 2020-2022 Strategic Plan / 2020 Business Plan Master

*"Brokers Helping Brokers"*

## Vision Statement

To be the preeminent source for member brokers of innovative and engaging best practices and sharing opportunities, which will dramatically impact their company's bottom line.

## Mission Statement

We are an association of Century 21 Franchisees dedicated to developing and delivering quality educational opportunities and resources through the exchange of best practices for the purpose of improved overall business success.

### 2020-2022 Strategic Objective 1 [EDUCATION] Consistently deliver creative & engaging broker-focused training opportunities.

Item	2020 Business Plan S.M.A.R.T. Goal	Lead	Completion Date	%
1.1	Develop and execute a minimum of five (5) Peer to Peer Broker Huddles:	<i>(See below)</i>		
1.1.1	<b>"Commission Models &amp; Fee Structures"</b>	President	Jan 2020 (TBD)	
1.1.2	<b>"Build Your Agent Recruiting and Retention Value Package TODAY"</b>	Director, Education	Feb 13, 2020	
1.1.3	<b>"Importance and Implementation of Ancillary Services"</b>	Director Emeritus	Apr22, 2020	
1.1.4	<b>"Leads, Leads, Leads - Get, Manage and Profit From"</b>	Secretary/Treasurer-Director, Membership	Jun 18, 2020	
1.1.5	<b>"Mergers, Acquisitions and Roll-Ins"</b>	Immediate Past President	Sep 16, 2020	
1.2	Plan and Execute one Marquis Event / Corporate Town Hall (w/C21 Sr. leadership)	Staff / President, President-Elect	Nov 2020 (TBD)	
1.3	Create and implement online video Huddle library	Staff / Director, Education	Mar 31, 2020	
1.4	Distribute ongoing broker training opportunities quarterly to membership (e.g., corporate)	Staff / President-Elect	Dec 31, 2020	

### 2020-2022 Strategic Objective 2 [PROFITABILITY] Leverage combined member relationships to maximize overall business profitability.

Item	2020 Business Plan S.M.A.R.T. Goal	Lead	Completion Date	%
2.1	Include "Broker Challenges", "Profitability" and "Retention" conversation at every Broker Huddle <i>(from member submissions pre-huddle)</i>	Staff	Dec 31, 2020	
2.2	Execute a "Referral Count" at every Huddle	Staff	Dec 31, 2020	
2.3	Have two (2) ancillary services vendor presentations at a minimum of two (2) Huddles annually	Director, Profitability	Dec 31, 2020	
2.4	Post a monthly reminder on Workplace about member referrals using the Service Map	Staff	Dec 31, 2020	
2.5	Distribute and publicize BBAA referral successes once annually <i>(added to value package)</i>	Staff	Feb 28, 2020	
2.6	Create and implement an overall sponsorship <i>(to include advertising opportunities)</i> program for BBAA	Director, Profitability	Jan 31, 2020	
2.7	Add a "Market Minute" component to each Huddle	Staff	Dec 31, 2020	
2.8	Create a Member "Accountability Partner" Program	Director Profitability, President, President-Elect	Feb 28, 2020	
2.9	Research possibility of hiring a BBAA recruiter <i>(as a member benefit)</i>	Director, Profitability	Jan 31, 2020	

### 2020-2022 Strategic Objective 3 [MEMBERSHIP] Communicate the value of member benefits & services through effective growth, advocacy, retention and recognition initiatives.

Item	2020 Business Plan S.M.A.R.T. Goal	Lead	Completion Date	%
3.1	Revise and Distribute "Value Package" of Member Services and Resources and add to website for download	Secretary/Treasurer, Staff	Feb 15, 2020	
3.2	Execute Annual Awards Program (March 5, 2020 at the Venetian in Garfield, NJ)	Staff	Mar 31, 2020	
3.3	Post a minimum of two (2) times monthly to Workplace <i>(re: member news &amp; highlights)</i>	Staff & All Board	Dec 31, 2020	
3.4	Create and distribute a Member vs. Non-Member Growth Index	Staff	Feb 28, 2020	
3.5	Develop and launch a membership drive to secure new members	Director, Membership	Ma 31, 2020	
3.6	Secure a minimum of ten (10) new members for 2020	Director, Membership	Dec 31, 2020	
3.7	Create, launch, and communicate new BBAA membership categories	Director, Membership	Mar 31, 2020	
3.8	Create and launch a new member onboarding program	Director, Membership	Mar 31, 2020	