



# 2022 BBAA Business Plan (rev. 12/6/21)

“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	2022 Business Plan S.M.A.R.T. Goal	Lead	Completion Date	%
1.1	Develop and execute a minimum of seven (7) Virtual only <b>Broker</b> Huddles	Director, Education	12/31/22	
1.2	Develop and execute a minimum of five (5) Hybrid <b>Broker</b> Huddles with three (3) of them being at member offices	Director, Education	12/31/22	
1.3	Coordinate with Corporate to execute a minimum of three (3) MoxiWorks training sessions for member brokers	Director, Education	12/31/22	
1.4	Plan and Execute two Marquis Events / Corporate Town Hall (w/C21 Sr. leadership)	President / Director, Education	12/31/22	

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

Item	2022 Business Plan S.M.A.R.T. Goal	Lead	Completion Date	%
2.1	Have ancillary services vendor presentations at a minimum of two (2) Huddles annually	Director, Profitability	12/31/22	
2.2	Post a monthly reminder on Workplace and Facebook page about member referrals	Staff	12/31/22	
2.3	Create and implement an overall sponsorship ( <i>to include advertising opportunities</i> ) program for BBAA including the creation of marketing collateral for program (one-sheet)	Director, Profitability & Staff	3/31/22	
2.4	Record huddles and allow introductions to occur and then edit video to post snippets on FB and WP	Staff	02/28/22	

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

Item	2022 Business Plan S.M.A.R.T. Goal	Lead	Completion Date	%
3.1	Create and distribute a digital “Value Package” of Member Services and Resources (One sheet)	Staff	01/31/22	
3.3	Post a minimum of two (2) times monthly to Facebook and Workplace ( <i>re: member news &amp; highlights</i> )	Staff & All Board	12/31/22	
3.4	Develop and launch a membership drive to secure new members	Director, Membership & Staff	02/28/22	
3.5	Secure a minimum of five (5) new members for 2022	Director, Membership	12/31/22	
3.6	Create and launch a new member onboarding & retention program	Staff	03/31/22	
3.7	Create password protected online searchable member directory on our website to facilitate member referrals more easily (Remove Service Map)	Staff	03/1/22	
3.8	Create & distribute BBAA membership benefits intro video	Director, Membership	06/31/22	