



Tennessee/Virginia
Regional MLS

Strategic Plan 2023

Mission: To be the premier provider of accurate information and services to our members.

Vision: To provide the structure for a reliable database to connect home buyers to home sellers.

Communication

Enhance Communication



Strategy:

- Meeting with Association Executives Monthly
- Presence at New Member Orientation
- Partner with RE Facebook Page to post info regarding Fines, Rules & Regulations
- Board Members to visit Participants' Offices for Q&A
- Promote the additional 3 categories of the Strat Plan
- Promotion to the public via TV Ads, Podcasts, etc.
- Digital Newsletter "Did You Know"
- Keep users informed via Participant dissemination of information
- Ask to be on agenda at Membership Meetings (President and Senior MLS Director)

Education

Educate Members



Strategy:

- Write/Offer CE Classes
- "Did You Know?" – Simple questions with answers posted on Message Board
- In-Person Orientation Classes
- Users sign a digital notice acknowledging R&R changes/updates
- Transaction Desk Training
- Flex Certified Trainer

Member Services

Continually Add Value



Strategy:

- Showing Report documented with Supra
- Liaison from MLS Board to network with other MLS Boards to get ideas for our membership
- Modify input criteria by eliminating Transaction Broker to avoid consumer confusion
- Road Show

Leadership

Strengthen our Board of Directors



Strategy:

- December Directors' Orientation
- Strengthen board members with quality NAR Training or similar
- Budget workshop
- Monthly meeting with Shareholders
- Attendance at NETAR & BTVAR Board of Director Meetings (President & Senior MLS Director) to represent the MLS and give reports
- Attendance at NAR and TR Meetings, Conferences and Conventions

Tennessee Virginia Regional MLS

105 Tri Cities Business Park Drive

Johnson City, TN 37615

423.477.0041