



Association of REALTORS®

STRATEGIC PLAN

Mission & Vision

MISSION: The NEXUS Association of REALTORS® connects with its members to advance their success and professionalism. We align with consumers to advocate, protect and preserve private property rights.

VISION: The NEXUS Association of REALTORS® is your ultimate professional connection



OUR STRATEGIC PILLARS

- **GOVERNANCE** - NEXUS has a pliable business structure that reflects and utilizes the diverse talents of our forward-thinking business professionals and staff. Nexus proactively anticipates issues that affect our industry and collaborate on the best solutions available for the benefit of our members.
- **ADVOCACY** – NEXUS commits to informing and advocating for our members and the public on important laws, legislations, and ordinances affecting our industry and property rights.
- **COMMUNITY OUTREACH** - NEXUS commits to helping our communities understand what REALTORS® do and the positive impact we have
- **COMMUNICATIONS** – Through an effective communication strategy, NEXUS maintains and fosters relationships with members, the media and our communities.
- **PROFESSIONAL ADVANCEMENT** – NEXUS positions members to go beyond the basics with a practical and specialized education that helps members build their expertise and optimize their revenue.



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- **MEMBERSHIP GROWTH AND EXPANSION** - NEXUS is always open to conversations to expand the business.
- **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.
- **FISCAL RESPONSIBILITY** – In collaboration with our financial and investment managers, NEXUS is dedicated to funding the vision of the strategic plan and managing the finances of the business in a responsible way.
- **FACILITIES AND OPERATIONS** – In an effort to unify the membership, NEXUS has state of the art facilities that exceed members' needs.



ADVOCACY – NEXUS commits to informing and advocating for our 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 local issues pertaining to real estate, property ownership and private property rights.
- **FUNDRAISING** – Members understand the importance and impact of financially investing in the political process to advance the initiatives affecting our industry.
- **GRASSROOTS MOBILIZATION** – NEXUS leverages the talents of members who possess high level relationships with elected officials and influencers to advance our realtor party platform and impact laws/regulations that protect private property rights.



COMMUNITY OUTREACH – NEXUS commits to helping our communities understand what REALTORS® do and the positive impact we have

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- **GRANTS** - NEXUS actively utilizes available grants that support community projects and programs that our members can participate in and contribute to.
- **RECOGNITION** - NEXUS showcases the efforts of members who invest their time, effort, talent, resources and money in volunteering for initiatives that improve the quality of life in our communities.
- **ADVOCACY AND CONSUMER MOBILIZATION** – NEXUS leverages the talents of members who have high level relationships and hold positions on boards, commissions, charitable organizations and philanthropic entities to partner with our communities in demonstrating the need to collaborate on issues affecting private property rights.



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PROFESSIONAL ADVANCEMENT – NEXUS positions members to go beyond the basics with a practical and specialized education that helps members build their expertise and optimize their revenue

- **CONSUMER COMMUNICATIONS** – NEXUS engages its consumers in a variety of ways to inform of market conditions, and trends in addition to the benefits of working with a REALTOR®.
- **MEDIA RELATIONS** - NEXUS fosters a meaningful relationships with local media providing useful and engaging information.
- **BRAND IDENTITY** – Continue to strengthen the NEXUS NVP and Brand.
- **PROGRAMS**– Through courses at all levels, NEXUS is committed to elevating the awareness of its members with respect to the business practices, field issues and industry topics that support the ethical, competent and proficient delivery of services to consumers.



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- **TARGET AUDIENCES** – NEXUS is committed to providing its diverse membership with a menu of course options designed around their specialty interests and skill levels.
- **DELIVERY OPTIONS** – In collaboration with other associations, NEXUS delivers all levels of skill courses in a variety of formats.
- **PROFESSIONAL STANDARDS:** To elevate the practice of the profession in the industry, Members are educated and encouraged to responsibly utilize the Professional Standards process as defined by the National Association of REALTORS®.





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- **MEMBERSHIP GROWTH AND EXPANSION** - NEXUS is always open to conversations to thoughtfully expand our business and services we are able to provide
 1. Continue conversations with neighboring associations to consider alliances, consolidation, mergers, and/or shared services
 2. Connect with members and non-members through focus groups, meetings, events etc.
 3. Use focus groups/committees to recruit and grow our affiliate membership
 4. Promote our services and benefits to members and non-members that demonstrate our value



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 1. Executive Committee, BOD and Nominating Committee will actively identify possible candidates for Leadership. (Exec Committee, BOD, Committee Chairs, Vice Chairs, participants)
 2. Offer NJR and NAR Leadership Programs to current and possible future Leaders
 3. Suggested questions and scripts to vet potential candidates in nominating committee
 4. Training for Committee's members
 5. Orientation for Committee Chairs and Vice Chairs



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- **FISCAL RESPONSIBILITY** – In collaboration with our financial and investment managers, NEXUS is dedicated to funding the vision of the strategic plan and managing the finances of the business in a responsible way.
 1. Treasurer, BOD, Executive Committee reviews Association Financials regularly.
 2. Have CPA and Investment manager review once per year with the Board of Directors
 3. Maintain finances to fund vision of the Associations

- **FACILITIES AND OPERATIONS** – In an effort to unify the membership, NEXUS has state of the art facilities that exceed members' needs.
 1. Through outreach to Brokers and Agents, identify 2 locations in Ocean County
 2. Identify a new location in Burlington/Camden County making possible future expansion
 3. Continue to scout new locations within our existing and anticipated foot
 4. Create Facility Committee of investment property experts





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- **FUNDRAISING** – Members understand the importance and impact of financially investing in the political process to advance the initiatives affecting our industry.
- **GRASSROOTS MOBILIZATION** – NEXUS leverages the talents of members who possess high level relationships with elected officials and influencers to advance our realtor party platform and impact laws/regulations that protect private property rights.



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- **INFLUENCE/OUTREACH** –NEXUS has identified members that hold positions on boards, commissions, regulatory bodies, industry organizations and government entities to facilitate the conversation forwarding our positions on private property rights.



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- **Policy** – In concert with NAR and NJR, NEXUS supports the realtor party platform and crafts, supports and influences local issues pertaining to real estate, property ownership and private property rights.
 1. Provide opportunities for members to communicate field issues of broad concern to the association for consideration that can create current and future problems and concerns
 2. Have government affairs committee evaluate the concerns and provide the BOD a proposed plan of action to limit the risk and/or exposure
 3. Expand the committee to include regional/area representatives for greater input and insight
 4. 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
 5. To increase the awareness and involvement of members, through our website, provide members with recorded on demand streaming / recorded town/city council, local planning and other meetings affecting real estate



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- **FUNDRAISING** – Members understand 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
 2. Promote NEXUS and NJR fundraising auctions and other events
 3. Help members understand the REALTOR® Party issues and connect the dots to the importance of investing
 4. On our website and other communication vehicles, showcase and highlight members who are major investors; members investing at state levels and then a list of others that have invested
 5. Invite and include NJR and NAR spokespersons/liaisons at NEXUS fundraising events and specialty programs for major investors, top producers, Principal Brokers/Managers and YPNs
 6. Create links on the website, including the Municipal Monitor, regarding the current zoning regulations and any local changes or creations in ordinances impacting real estate.



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 1. NEXUS will evaluate publicly supporting local candidates that support our real estate platform
 2. Create a networking process to get more people 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 local/municipal, state and national levels (FPCs and SPCs) to be responsive ‘calls to action’ and other activities
 4. Fine tune a group of highly trained key political contacts who can be mobilized to communicate a uniform message



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- **INFLUENCE/OUTREACH** –NEXUS has identified members that hold positions on boards, commissions, regulatory bodies, industry organizations and government entities to facilitate the conversation forwarding our positions on private property rights.
 1. NEXUS has a comprehensive list of members that currently serve on boards, commissions, regulatory bodies, elected officials, etc
 2. NEXUS will consistently evaluate whether they are the right members to hold those positions and will encourage members to seek positions where vacancies exist or occur
 3. Establish open and two-way communication with local city and township councils to better understand new rules and legislation to our members
 4. Encourage selected members who live locally to attend local town/zoning/planning meetings to better understand activities that are occurring that can affect our members and use a communication process to update the association.





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- **EVENTS AND PROGRAMS** – NEXUS purposefully hosts, supports and develops programs that enhance the good works of our members in our communities.
- **GRANTS** - NEXUS actively utilizes available grants that support community projects and programs that our members can participate in and contribute to.
- **RECOGNITION** - NEXUS showcases the efforts of members who invest their time, effort, talent, resources and money in volunteering for initiatives that improve the quality of life in our communities.
- **INFLUENCE AND OUTREACH** – Through the effort of members who hold positions on boards, commissions, charitable organizations and philanthropic entities NEXUS positively demonstrates that REALTORS® are invested in the quality of life within our communities.



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- **EVENTS AND PROGRAMS** – NEXUS purposefully hosts, supports and develops programs that enhance the good works of our members in our communities.
 1. Solicit the input of members to find out what good works are important to them
 2. Provide volunteers with financial and marketing, support for specific events authorized by the BOD based on agreed upon submission criteria
 3. Develop an annual local Good Neighbor Award that showcases and highlights the involvement and good works of individual members and/or companies that sponsors events
 4. Create an ‘Event in a Box’ template/checklist for members that might want to do host, sponsor and/or support an event meeting the approved criteria authorized by the BOD
 5. After utilizing available grants, NEXUS to sponsor 1 or more regional events pertaining to Food, Clothing, Shelter and other real estate related activities
 - a. NAR REALTOR® Service Week/NJR REALTORS® Service Day – evaluate and consolidate efforts
 6. Provide resources promote events members are engaged in for the benefit of our communities



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- **GRANTS** - NEXUS actively utilizes available grants that support community projects and programs that our members can participate in and contribute to.
 1. Identify and actively pursue available NAR and community grants for sponsored programs
 2. Research projects that members are passionately involved and match with available grants
 3. Verify the town's/municipality's support for NEXUS sponsored grant-related projects



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- **RECOGNITION** - NEXUS showcases the efforts of members who invest their time, effort, talent, resources and money in volunteering for initiatives that improve the quality of life in our communities.
 1. Showcase members who are active in their community and provide support if their efforts are consistent with our established event-support criteria
 2. Promote REALTOR® sponsored company and member events in our communications and monthly newsletter 'highlight' feature block for greater awareness
 3. When highlighting good works of our members through our established media outlets, send/inform NJR and if applicable, NAR for added recognition



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 1. Leveraging the deep connections our members have within the communities we serve, NEXUS seeks selected issues advocacy opportunities for collaboration on securing positive results on real estate related issues
 2. NEXUS evaluates outside industry and community entities for issues advocacy collaboration opportunities where no REALTORS® are currently engaged.
 3. Utilize the NEXUS communication efforts and website as a clearing house for real estate related community issues to solidify the benefit of partnering with the public on issues in common.
 4. In the process of helping our communities we will demonstrate the value we provide and the benefits of working with a REALTOR®



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 1. NEXUS has a detailed list of members that currently serve on industry and community boards, commissions, charitable and philanthropic entities
 2. 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.
 3. 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.





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- **CONSUMER COMMUNICATIONS** – NEXUS engages consumers in a variety of ways to inform them of market conditions, and trends in addition to the benefits of working with a REALTOR®.
- **MEDIA RELATIONS** - NEXUS fosters a meaningful relationships with local media providing useful and engaging information
- **BRAND IDENTITY** – Continue to strengthen the NEXUS NVP and Brand



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- **MEMBER COMMUNICATIONS** - NEXUS engages its members in a variety of ways for them to fully understand, utilize and value the programs, products, services and tools beneficial to their business.
 1. Communicate to target audiences the issues that are most pertinent to them
 2. Use diverse delivery methods email, social, website, NEXUS Connect Newsletter
 3. Texting would cover (in targeted ways) dues, events, call-to-action,
 4. Experiment with email tactics to increase click rate and engagement with communications
 5. Member spotlights (affiliate and agents)
- **CONSUMER COMMUNICATIONS** – NEXUS engages consumers in a variety of ways to inform them of market conditions, and trends in addition to the benefits of working with a REALTOR®.
 1. Utilize NAR assets highlight benefits of using a REALTOR
 2. Consumer-engaging content on NEXUS homepage and social media channels
 3. Create content that promotes sharing on social media channels



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- **MEDIA RELATIONS** - NEXUS fosters a meaningful relationships with local media providing useful and engaging information
 1. Develop a relationship with media outlets to become the source of accurate, timely and relevant real estate information
- **BRAND IDENTITY** –Continue to strengthen the NEXUS NVP and Brand
 1. Amplify the communications and diverse delivery methods
 2. Vary methods so those receiving communications, do so in a manner that is available on demand and how they want to receive them
 3. Utilizing a vibrant database, NEXUS proactively identifies who our members are
 4. Communicate specific services to our target audiences





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- **PROGRAMS**– Through courses at all levels, NEXUS is committed to elevating the awareness of its members with respect to the business practices, field issues and industry topics that support the ethical, competent and proficient delivery of services to consumers.
- **TARGET AUDIENCES** – NEXUS is committed to providing its diverse membership with a menu of course options designed around their specialty interests and skill levels.
- **DELIVERY OPTIONS** – In collaboration with other associations, NEXUS delivers all levels of skill courses in a variety of formats.
- **PROFESSIONAL STANDARDS:** To elevate the practice of the profession in the industry, Members are educated and encouraged to responsibly utilize the Professional Standards process as defined by the National Association of REALTORS®



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 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 in and out of state to increase attendance for advanced credential courses and improve the potential for profits
 3. Engage industry experts to deliver skill course programming
 4. Explore offering CE qualifying courses for NJ PA and DE
 5. Collaborate, partner and deliver CE Courses with the Affiliates
 6. Collaborating with other local and State associations on educational opportunities



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 1. Deliver a diverse curriculum mix of market relevant programming to cater to the needs of each of your diverse member audiences
 2. Orientation, 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, virtual and/or hybrid delivery
 2. Proprietary courses for delivery at brokerage offices
 3. Broker/Management Licensing and business management Courses – virtual
 4. Off-site program events
 5. Online – CE Shop; Virtual Pre-Licensing – Colibri
 6. Webinars and on demand recorded skill workshops



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- **PROFESSIONAL STANDARDS:** To elevate the practice of the profession in the industry, Members are educated and encouraged to responsibly utilize the Professional Standards process as defined by the National Association of REALTORS®
 1. To guarantee credibility of the process, ensure that members serving on Professional Standards and Ethics Committees are members who demonstrate and exemplify a true example of what it means to be a professional and REALTOR®
 2. Consistently train and annually require members to participate in training on the required processes needed to demonstrate the integrity of the panel members and procedures
 3. Routinely provide members information regarding the process so members can file grievances and arbitrations when needed
 4. Utilize the services of highly trained members for hearing panels

