

Promote

- Share member success stories and how Mainstreet helped them thrive and find joy in their careers.
- Provide custom, relevant data to DMBs to give them better insights & help ease their pain points.
- Communicate Mainstreet's value clearly to DMBs so they encourage all their agents to join.
- Explain the purpose of ombudsmen and the different complaint processes to ensure consumers & REALTORS® have all the information they need to make an informed choice on how to proceed.
- Promote Mainstreet as a place for allied partners to feel at home.
- Provide members with personalized content & tools via the **My Mainstreet portal**.
- Create clear membership packages on **MainstreetRealtors.com** with simple sign-up and easy-to-understand fees.
- Add more benefits to primary membership to make it more appealing than secondary. Provide a-la-carte options for members.
- Text important updates and use social media (*vs. email*).
- Increase affiliate members with more trades (*HVAC, plumbers, painters, etc.*).

Lead

- Evolve annual Law Day to continue to be relevant in innovative, forward-thinking ways.
- Learn to operate more like a for-profit business so every member dollar is expended for its highest & best use.
- Establish KPIs with clear, measurable objectives that integrate with budget and strategic plan.
- Adopt the philosophy: *If it doesn't help us grow – we must let it go!*
- Provide legal & professional resources to members to ensure best business practices in an ever-evolving world.
- Utilize each committee's strengths to build interconnectedness & tangible outcomes through collaboration.
- Push new-to-the-industry members to seek out like-minded individuals to encourage growth & success.
- Continue to invest in technology & provide responsible leadership for members.
- New member joining process should be <15min.
- Build non-dues revenue via Membio platform & other means.
- Quarterly commercial bootcamp; do one large day of commercial content, lender, appraisers, inspectors – commercial summit.

Advocate

- Increase RPAC participation to support the industry & related businesses.
- Use REALTOR® influence on public policies to positively affect consumers' lives.
- Enhance advocacy in our communities by building relationships with public officials.
- Connect RPAC investments with good public policy. Educate members on why RPAC matters.
- Include RPAC in sample REALTOR® value prop to clients and prospects ... listing presentation & buyer consult.
- Generate more involvement with the SLCs.
- Support elected officials who represent our values.
- Identify politically interested REALTORS® & support them to become RPOs.
- Design VIP access to Mainstreet events for major investors.
- Translate governmental and public policy jargon into plan language for members & consumers.
- Use data to identify RPAC investors who are candidates to move up to the next investment level.

Community

- Create thriving environments for existing & future members by using retention, engagement and events to woo them.
- Promote the positive aspects of REALTOR® grassroots activities on communities.
- Engage with those outside the normal committee structure to produce unforeseen benefits.
- Embrace & celebrate Mainstreet's multicultural diversity.
- Collect member demographics as they progress through their career; not all upfront.
- Cultivate DMB audience with updated, relevant content & training/events. Support them in doing their jobs.
- Foster online communities for committees & specialty groups with Membio platform.
- Videos more effective than email; use podcasts or FB live to present global insights & snapshots.
- Build up to hosting a Mainstreet global conference.
- Senior services = diverse abilities. Help families & seniors to make this **PLACE** their home.
- YPN continue partnerships with other Mainstreet communities for meaningful education & networking.

Educate

- Back to basics of real estate in classes, training & content; help members learn more to earn more.
- Serve part-time agents with relevant training & content, plus convenient (*after hours*) class times.
- Provide education for members and the public on the benefits of global real estate by increasing visibility, leveraging social media & the CIPS.
- Gather member feedback on what classes they would like from Mainstreet to help them succeed & realize their full potential.
- Serve an aging populace to help them achieve success as they enter their sunset years.
- Devise system so members get points for attending classes and events. Points can be redeemed for more classes & reduced fees.
- Earn two designations in one year & your third is free, courtesy of Mainstreet.
- Create digital library of on-demand, how-to videos with a focus on sales & marketing behind Membio login.
- Help new members understand what Mainstreet stands for & how they can grow their business through Mainstreet (*mentorship, orientation, fun T-shirts*).
- Improve knowledge on how to start in commercial.