

The Oregon Association of REALTORS® has adopted a three-pronged Strategic Plan for 2016-18: Review and Revamp Member Communications, Reassess and Revamp Leadership Recruitment and Development, and Improve Realtor® Professionalism. Our idea to share for Fall 2016 falls under that third goal, Improve Realtor® Professionalism.

We believe this is the proverbial issue that everybody talks about, but no one ever (or rarely) does anything about. We have set about to DO SOMETHING ABOUT IT.

Oregon is unique in that when you qualify for a real estate license from the Oregon Real Estate Agency (OREA), you are immediately a “broker,” not an agent. Three years later, another 30 hours of education can move you right up to “principal broker” status. OAR is well aware that, in Oregon, we have such principal brokers who have completed the coursework, but otherwise fall short of the professional training and standards we’d like to see. OREA agrees with us.

To correct the situation, OAR has instigated a “REA Licensing & Review Industry Professionalism Workgroup.” But because that sounds so wonky, the group is better known as the **“Raise The Bar! Committee.”** The workgroup consists of key OAR staff, OAR statewide and regional presidents and officers and staff from OREA.

Through the workgroup, **OAR will introduce legislation** when the 2017 Oregon Legislature convenes next February to:

- Change the entry level requirements to raise the requirements for initial real estate agent licensing in Oregon; and
- Require (and develop) additional continuing education for principal broker status.

Additionally, the workgroup is working through three other action items:

- Create an OAR-specific designation for members who want to stand out above other Realtors®.
- Make recommendations for revamping the state’s Law And Rule Required Course (LARRC), the ongoing continuing education plan for Oregon real estate professionals.
- Improve accountability across all designations of real estate professionals in our state.

Through these efforts, **the Oregon Association of Realtors® is committed to realizing true changes in the level of professionalism** in our industry.

Oregon Association of REALTORS® Strategic Plan 2016-2018



OREGON
ASSOCIATION
OF REALTORS®

OAR VISION

The REALTOR® is the trusted source for all things real estate.

OAR MISSION

We unify and serve our members and local associations providing the resources and tools for their success.

Improve REALTOR® Professionalism

- Raise entry level requirements to set higher licensing requirements.
- Create an OAR designation for members who want to stand out above other REALTORS®
- Increase requirements for principal brokers
- Make recommendations for revamping LARCC
- Improve accountability

Reassess and Revamp Leadership Recruitment and Development

- Place volunteers where they will succeed and thrive
- Ensure volunteers are mentored
- Ensure volunteers are trained effectively
- Work with local associations around the state to identify potential OAR volunteers
- Build a culture of inclusiveness and succession planning

Review and Revamp Member Communications

- Communicate value proposition
- Survey communications landscape
- Investigate collaboration with local associations (working in parallel)
- Develop communications plan
- Target state-wide communication to Principal Brokers
- Initiate a public relations campaign

Our Cultural Values as a Board: Integrity | Respect | Transparency | Inclusivity | Excellence