



NSDCAR

**NORTH SAN DIEGO COUNTY  
ASSOCIATION OF REALTORS®  
GOVERNING POLICY OF  
THE BOARD OF DIRECTORS**



**BOARD MEANS**

**INTENDED  
ORGANIZATIONAL  
RESULTS**

**Governance Process**

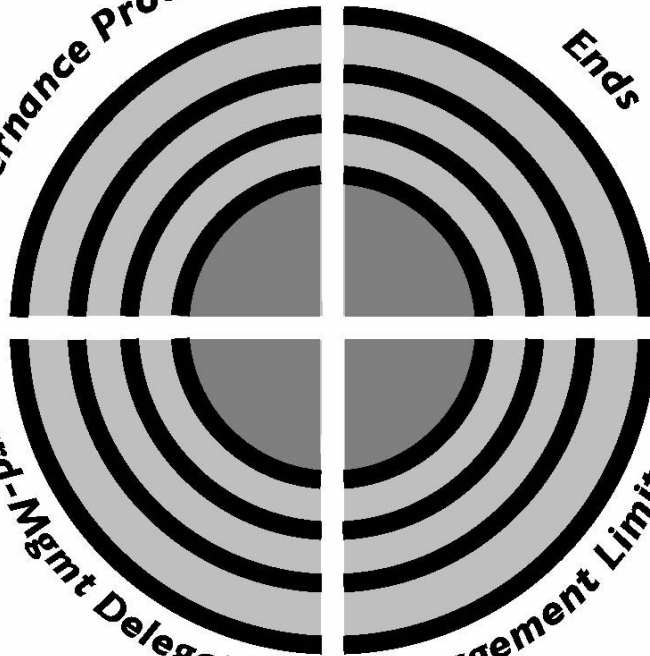
**Ends**

**Board-Mgmt Delegation**

**Management Limitations**

**BOARD MEANS**

**STAFF MEANS**



## **Policy 1.0 – ENDS**

Date Adopted/Last Revised: 10/15/2009

### **1.0 Global Ends Statement:**

**North San Diego County Association of Realtors exists for:  
An Environment Conducive To the Business Success of Its Members**  
*(with results providing a High Value return on their Membership Investment)*

#### **1.1 Members are aware of and receive exclusive benefits and discounts.**

- 1.1.1. Members receive discounts on NSDCAR products and services
- 1.1.2. Members benefit from group discounts on products and services
  - 1.1.2.1. Insurance discounts
  - 1.1.2.2. Financial/retirement planning discounts

#### **1.2 The Public Recognizes REALTORS® as the Premier Providers of Real Estate Sales, Leasing and Management Services.**

- 1.2.1. NSDCAR members are actively involved in their communities

#### **1.3 Business Resources and Tools are Available for and Utilized by Members.**

- 1.3.1 A variety of education delivery methods/resources meet the needs of NSDCAR members.
  - 1.3.1.1. Members have an array of risk management tools reflective of current business trends and needs.
  - 1.3.1.2. *(SHORT TERM PRIORITY #1)* By end of Q1, 2010 – A short sale package is available.
  - 1.3.1.3. *(SHORT TERM PRIORITY #2)* By end of Q2, 2010 - Electronic signature program/resource is available.
- 1.3.2. Networking opportunities are available and utilized.
- 1.3.3. Realtors have a forum to market properties

#### **1.4 Members Have Knowledge Necessary for Business Success.**

- 1.4.1. REALTORS® members have access to reliable, current market data
- 1.4.2. REALTORS® pursue and achieve professional designations

#### **1.5 The Regulatory and Legislative Environment is Realtor-Friendly, and Supportive of Property Rights.**

- 1.5.1. Realtors actively support the Realtor Action Fund
- 1.5.2. Public officials recognize NSDCAR as a resource

#### **1.6 NSDCAR Members Comply with High Professional Standards**

- 1.6.1. The NAR Code of Ethics is enforced.
- 1.6.2. A process enables disputes to be resolved with minimal litigation
- 1.6.3. The Associated Professionals Code of Conduct is enforced.

#### **1.7 Members view NSDCAR as the “go-to” resource for advanced technology understanding, tools and solutions. *(HIGHEST PRIORITY THROUGH 2012)***

- 1.7.1. REALTORS® understand technology trends, needs and applications.
  - 1.7.1.1. Social networking, and leads generation
  - 1.7.1.2. Security of data/information
  - 1.7.1.3. Use of technology in marketing (e.g. blogging, search engine optimization, etc.)
- 1.7.2. Realtor members have access to technology expertise that looks to future trends and is available for mobile conferencing and education.