

Ohio Association of REALTORS®

The Ohio Association of REALTORS® is embarking on three key initiatives designed to help organization build a strong, lasting foundation for long-term relevance in service to the state's real estate professionals. Notably, OAR is currently:

- Launching the inaugural class of its newly created Leadership Academy;
- Conducting an exhaustive review of the Association's governance structure;
- Preparing to implement a comprehensive rebranding program to meet the findings of a recently completed Communications Audit.

The **OAR Leadership Academy** is an exciting new program that launched in April. A 12-member class of REALTORS is participating in an intense nine-month, five-stage program focused on goal setting, communication, business relationships, meeting management and time management.

The leadership development retreats are designed to guide each participant through their own self-discovery process, which will enable them to become a more positive influence within their own communities and within the industry as a whole.

The organization has been reviewing every aspect of its operation – including Committees, Board of Directors and its tri-annual meeting. The **OAR Governance Structure Task Force** is looking to ensure that the Association is best meeting the demands and needs of today's real estate professional, offering programs and services that are relevant and effective.

OAR recently conducted a comprehensive **Communications Audit**, hiring a California-based entity to randomly survey membership. We asked about every facet of our communications programming – both our print and electronic offerings – in an effort to explore and bring greater value to the members of our organization.

The findings provide a framework to make necessary adjustments and enhancements to many aspects of the organization. As such, a Task Force is being created to oversee a rebranding of the Association consistent with the findings.