

Strategic Planning

With the dramatic changes occurring in the real estate business, attitudinal shifts in the new consumer, technology leveraged information tools, and generational opinions toward home ownership; a study of future possibilities is vital. Having a Strategic Plan is a core competency of every association.

A comprehensive strategic planning process can include many steps. The choices depend on your association's current position and future aspirations. Options include:

- Research Survey
- Trends Session
- Stakeholders and Leaders Session
- Scenario Development
- Focus Groups
- Planning Retreat
- Implementation Consulting

Jerry Matthews is the facilitator of the Strategic Planning process. As a facilitator of hundreds of local, state and national association strategic planning and workshop sessions, Jerry has unique and direct knowledge of current real estate concerns. A former CEO, he is known nationally as a leader on future trends through presentations, seminars, articles, books and films.

For more information contact Jerry.

Plan now for a successful future.