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## **Creating a New Association**

### **Overview**

Transform is a program to facilitate the evolution of a local Association into a new organization to improve performance in a changed world. It is for solid performing Associations that want to take that next step of excellence.

In any business downturn there is great opportunity. The most successful firms in every industry increase market share with actions taken during recessions. The changed real estate market has negatively altered many REALTOR® associations. But some Associations will take advantage in this time of change, and prosper.

The real estate business will be different after this downturn. Expectations of Associations will also change. Associations can position now to be a new organization when the market cycles back. The areas typically leading such a transformation are: Business Skills, Professionalism, Member Relations, Communications, Business Information, Technology, and Public Policy.

### **Process**

The Transform program analyses trends affecting real estate, local issues, the current status of the Association, competencies, and creates a plan for it to be of greater value in the future. The process involves research, presentations, individual interviews, and group creative sessions.

Transform will enable the Association to know what opportunities exist to evolve into a more effective organization in the future, trends in the industry, scenario possibilities, opinions of key stakeholders, leadership and AE

issues, a strategic vision, and a recommendation for sequential actions to accomplish change.

A Transform proposal customized for the situation and the Association will be provided. The Association will complete a memorandum of interest agreeing to provide all information, if necessary, on a confidential basis for the program.

### **The Facilitator**

Jerry Matthews assists organizations and individuals in creating a successful future. He specializes in facilitation of the strategic thinking process, presentations on future trends, and organizational restructuring. Jerry has over 27 years of experience as CEO of the Florida and Illinois REALTOR® State Associations. He is recognized for interpreting future trends and concepts through personal presentations and videos.

As an advisor the past 6 years, Jerry has made over 100 presentations (keynote speeches, visioning sessions, workshops, leadership training) on future trends. He has also completed 120 Strategic Planning events. Many of these were part of multiple planning steps (surveys, focus groups, trends presentations, shareholder sessions, planning retreats, implementation). In addition, Jerry has advised on numerous MLS and Association restructuring and mergers. The majority of these events were for the REALTOR® family –national, local, state associations, MLSs and firms.

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