



Empower **YOU**

MAINSTREET
ORGANIZATION OF REALTORS®

THE **BIG**
ReThink
REDUX

Mainstreet's new strategic plan: Goals

- July 13-14 retreat with follow-up September 13
- Goal was to create ...
 - *Mainstreet's brand promise* – what you can expect from us
 - *Unique value prop* – what sets Mainstreet apart from others
 - *Elevator speech* – how to describe what we're all about
- Because the times require more than we've done before



Mainstreet's strategic plan: Outcome

- Here's what we came up with ...
- New
 - *Mission*
 - *Vision*
 - *Values*
 - *Why*
- And bonus!
 - *Manifesto*

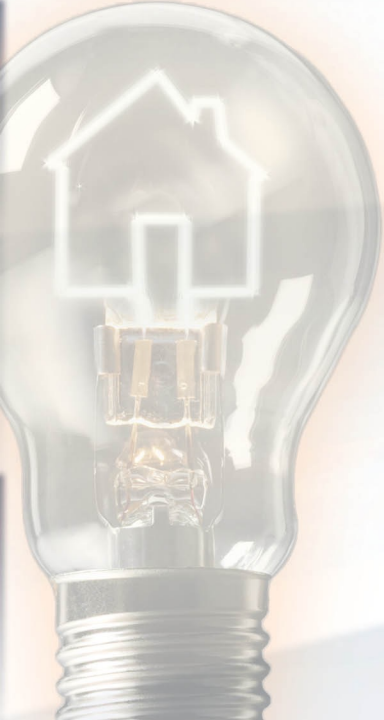





Mainstreet's strategic plan: Outcome

- Most of the new stuff is on page one ...
 - Mission:
 - *Empower real estate professionals to thrive and find joy in their careers*
 - Vision:
 - *Help every member realize their full potential*
 - Values:
 - *We believe in every member*
 - *We are obsessed with what works*
 - *We make it easy*
 - *We are change-makers*
 - *We do the right thing*
 - *We are really, really nice*
 - Why:
 - *Mainstreet empowers every member to define and achieve their goals*

Mainstreet's strategic plan: Manifesto


- And, we now have a Manifesto!



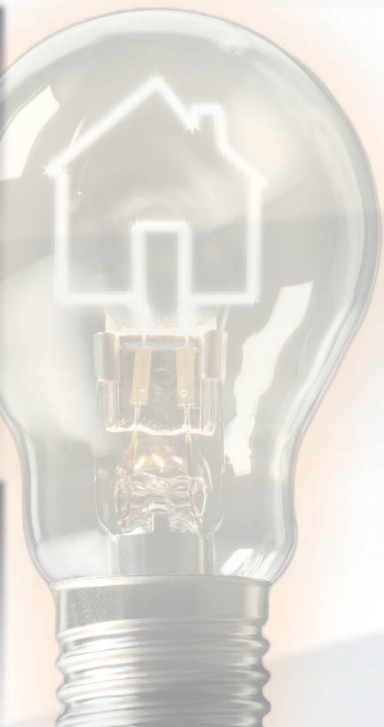
WE ARE CONNECTORS, SOLVERS & TEACHERS.

Our members are extraordinary when they are empowered to reach their potential. We obsess about what works for them. We experiment. We listen, learn ... *then* teach. ***We always look for what's next.*** The “new” opens possibilities and brings diversity. We are united and excited by our differences and discoveries. That’s why ***same-old-ways and pessimists aren’t welcome here.*** Some ***opportunities only come around once.*** We seize them since life is short but ***the future is limitless.*** We connect members to our community and contribute our knowledge and resources to ***make a difference. We assertively protect the fundamental right to own property because our members’ livelihood depends on it.*** We always do what’s right, especially when no one is looking. ***Our members deserve the best,*** because we believe they can do anything. ***Our members never settle. Neither do we.***



Why should you care?

- Because Mainstreet cares about you
- The association exists to serve you
- When you succeed, Mainstreet succeeds

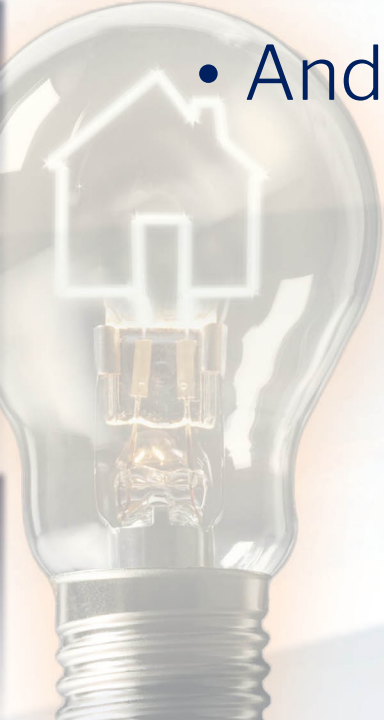


How this is not just words

- Mainstreet was one of the first associations in the country to make changes based on unprecedented threats
 - Class-action lawsuits
 - DOJ vs. NAR
- Among other things, we ...
 - Did the original ReThink in June at four locations (just for DMBs)
 - Changed forms, contract and addenda
 - Created videos to explain why and how
 - Held *Coffee & Conversations*
 - Visited you in your offices (54 offices and 3,500 members touched)
 - And now, today, Big ReThink Redux – again, just for you

But all this comes at a cost

- The unprecedented challenges to organized real estate have created anxiety and anger
 - Mainstreet tracks member engagement and satisfaction levels via KPIs (key performance indicators) in a monthly Dashboard
- And we've taken some hits ...



Mainstreet Dashboard: October 2023

CALL CENTER DATA

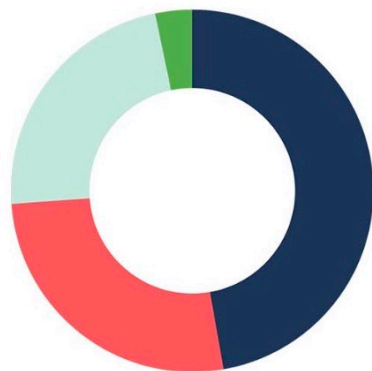
Who our members are reaching out to

Incoming Calls in October – 15,346
Answered - 12,192
Pure Chat interactions (live chat) - 658

Call Backs - **2,108**

Voicemails - **206**

Transferred Calls Broken
Down By Department

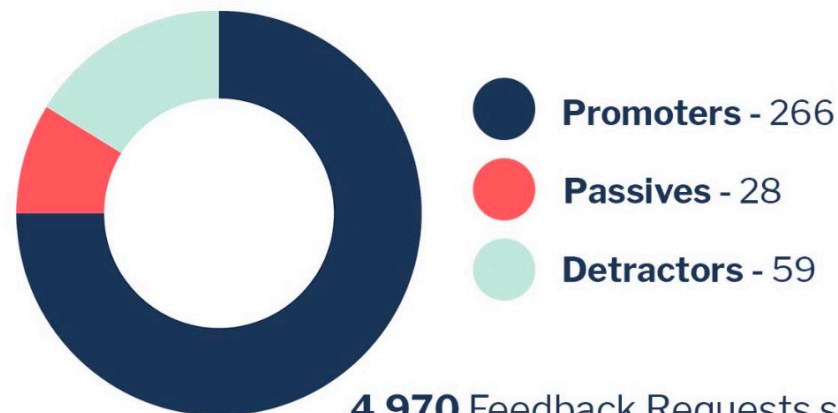


- Membership: 483
 - Professional and Ethical Practices: 265
 - Education: 242
 - Communications: 23
 - Finance: 0
- Total: 1,013**

LISTEN 360

What our members are saying about us

56% Net Promoter Score =
76% Promoters -17% Detractors



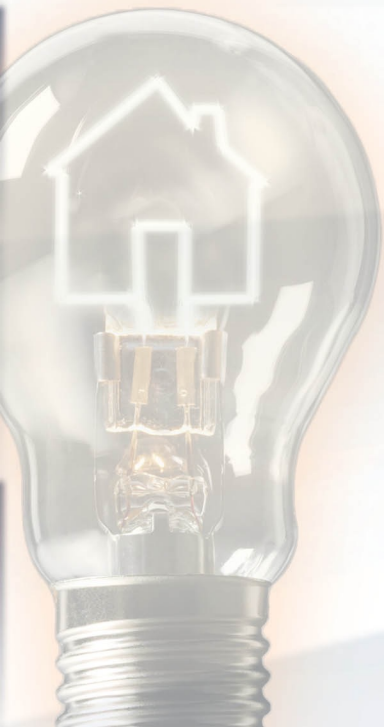
- Promoters - 266
- Passives - 28
- Detractors - 59

4,970 Feedback Requests sent
274 Responses Received
6% Response Rate

Top Keywords used to describe Mainstreet:
Communication, Courtesy, Knowledge,
Organization, Price, Professionalism, Property,
Staff, User Friendly

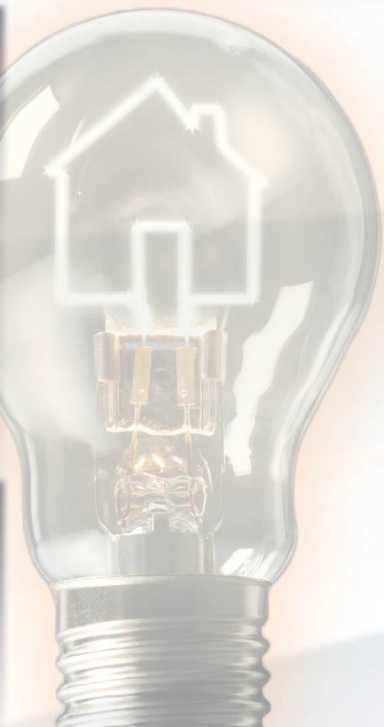
Here's what it boils down to ...

- We're going to continue to tell it like it is
- We're going to continue to change with changing times
- We're going to continue giving you the information and tools to help you succeed



Because ...

- We believe in every member
- We are obsessed with what works
- We make it easy
- We are change-makers
- We do the right thing
- We are really, really nice

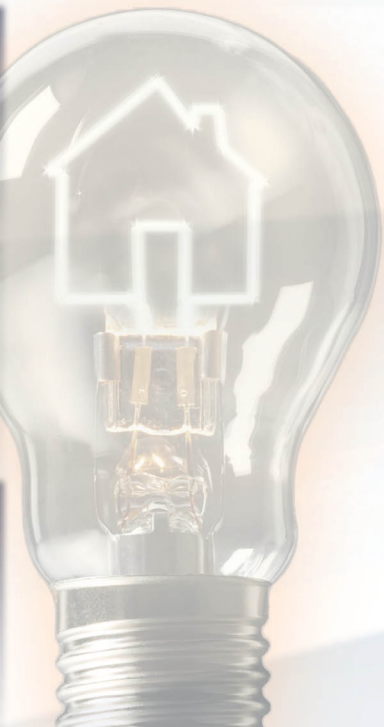


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Conclusion ...

THANK YOU FOR
BEING HERE!



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