

President/CEO Update

With approximately 3 ½ months away from the January 1, 2021 effective date of the merger between the Montgomery County Association of REALTORS® and the Suburban West REALTORS® Associations to become the Tri-County Suburban REALTORS®, I am pleased to provide an update on our progress.

- The merger application and proposed name change has been approved by the National Association of REALTORS® and will become effective January 1, 2021. The amended Articles of Incorporation have been submitted to the Commonwealth of Pennsylvania for approval.
- Each Association is conducting their respective membership elections to establish the transitional Board of Directors for the inaugural term of the new Association.
- Plans are underway to launch the 2021 dues billing for the new organization. Invoices will be electronically distributed to the combined membership on October 1, 2020 with a payment plan option offered to spread the payments over 4 months.
- As the lease for the Blue Bell headquarters is expiring in May of 2021, plans are underway to consolidate the two headquarters into the Malvern office to eliminate duplication. A facilities' needs assessment is being conducted to explore the most efficient and economical options available at the Malvern headquarters. Consideration will be given to reconfiguring the existing space, as well as the possibility of expanding the current space to accommodate additional staff and other amenities.
- We contracted with a design company to create a new brand identity inclusive of a brand voice and messaging and a newly designed logo, color palette and typography guidelines for both the new Association and the Association of REALTORS® School. This new identity will incorporate the vision and personality of Tri-County Suburban REALTORS® and will be the basis of the new design element. With input and participation from the Collaboration Team, the new brand will be incorporated into the headquarters appearance and all related collaterals.
- We partnered with the HR staff of the National Association of REALTORS® to develop a workforce planning strategy to establish a highly collaborative and skilled team of professionals to deliver exemplary services to the membership. Several initiatives will be employed, such as an environmental scan to identify and monitor trends that affect the workforce and the Association, as well as hosting personal interviews to ensure full understanding of the staff's roles and responsibilities. The strategy will include the identification of the skills, experience, and talent needed to achieve the new Association's goals and will create an efficient and streamlined structure to align with the Strategic Plan.

As this consolidation continues to evolve, we will provide these periodic updates to keep you apprised of our progress. We welcome your input during this transition and appreciate your support and enthusiasm as we "come together".

Anne Marie Matteo, CAE, RCE
President/CEO
Tri-County Suburban REALTORS®