

Association Partnership Announcement



As we all know from our personal experience, major changes tend to occur in the real estate industry. As REALTORS® we learn to adapt and survive, creating solutions for our challenges. REALTORS® are serving larger markets than ever before and are increasingly seeking economies of scale in all facets of their business. This has driven many REALTOR® associations, including ours, to explore the possibility of merging with a neighboring association.

In late 2017, the Greater Fall River Association of Realtors® Leadership® and South Shore Realtors® Leadership began the process of coming together to pursue a partnership, combining all association resources with the goal of creating a larger, stronger and unified organization.

We saw so many benefits for both Association's members, including:

- Reduce direct costs and duplicate services
- Enhance the services currently provided (additional educational offerings, more efficient and effective professional standards enforcement, increased networking opportunities and events, etc.)
- Increase the operating income
- Strengthen the association to better sustain market fluctuations and cope with rising costs of operations
- One larger/stronger association provides the opportunity for wider recognition within the local communities and organized real estate
- More powerful and unified Voice of Real Estate on the South Shore and South Coast

After both 2018 Boards of Directors determined that partnering would be beneficial, a proposal was drafted outlining standard terms, which they approved and moved forward.

The method of us merging associations is not a difficult task because we are following a sound process used by many associations before us. The Merger Task Forces from both Associations (led by David Raymondo of Fall River and David M. Walsh of South Shore) met throughout 2018 culminating in our 2019 Transition Team, led by Peter Ruffini and comprised of the following members: Robert Boutin, David Brodeur, Mary D'Ambra, Stephen Damon, Jeffrey DeMoura, Jamison Souza, Bob Sullivan, Rachel Tristano and David Walsh.

The essence of our partnership is the connection of leadership and members to create a larger, stronger organization with a larger budget and greater assets.

Many members have asked, what is going to change? We've touched on that above so now let's address what will NOT change...

All Association Staff at South Shore and Greater Fall River will remain. The Association Headquarters (offices/classroom) in Pembroke will remain open at 48 Schoosett Street (with its newly updated and refreshed interior) as well as the Greater Fall River Headquarters (offices/store/classroom) at 580 Eastern

Avenue in Fall River. Both properties will be fully functional for present and future member use.

And if that isn't enough to get you excited about the future of South Shore Realtors® and the future Greater Fall River Region of South Shore Realtors® here is a glimpse into our future....

- The Launch, an online community platform (allowing members to engage with the association and their peers and SO MUCH MORE) is in the beta-testing stage and will be unveiled to the membership by this Spring.
- A governance audit will be performed to bring us closer to a project management based approach. This structure is responsive and flexible to more effectively manage, maximize and expedite the business of the Association. This also creates volunteer opportunities without tying leadership down to unnecessary meetings that take up their valuable time.
- All communications are now electronic and cost efficient, with the money from print being reinvested in upgraded technology and online services to benefit our members.
- A member advantage & an affinity (rewards) program is also in the works, offering member discounts through affiliate members and affinity programs (like BookingCommunity.com that saves you up to 70% on travel expenses, like flights, hotels, car rentals and entertainment).
- A Town Hall Monitor program is being created and Town Hall Monitors and Local Political Coordinators will be recruited for the open positions.
- A robust Strategic Plan, taking us through 2020 (that you can access at [this link](#)).

This merger is a work in progress and will be completed as soon as possible. We will keep you informed of the ongoing progress and encourage you to check your Monday evening weekly emails for updates.

If you have questions or concerns please don't hesitate to reach out to any member of the Transition Team or to us directly.

Sincerely,

Christine Silva

2019 President
South Shore Realtors®

Sincerely,

Robert Boutin

2019 President
Greater Fall River Association of
Realtors®