



# Texas REALTORS® Broker Outreach Advisor

## Scope of Work

### Purpose

The contractor will expand and deepen our relationships with brokers across the state. This includes developing and executing a structured outreach plan, collaborating with internal staff to strengthen communication tools and resources, and creating ways to capture and share broker perspectives. The individual engaged must either have direct experience as a broker or bring an established foundation of relationships within the broker community. This role will also support stronger broker engagement across the Association's communications, programs, leadership initiatives, and strategic priorities.

### Scope of Services

- Leverage broker experience or existing relationships to establish credibility and accelerate outreach.
- Partner with internal staff to enhance current communication channels (e.g., newsletter, resource portal) and co-develop new tools responsive to broker needs.
- Design and implement a broker engagement plan with quarterly milestones.
- Conduct proactive outreach: calls, one-on-one meetings, site visits, and small group conversations.
- Encourage and facilitate broker participation in organizational events, webinars, and initiatives, with follow-up to measure impact.
- Gather, synthesize, and present broker feedback to leadership in a structured and actionable format.
- Create and maintain a broker relationship-tracking system (log, shared tracker, or similar) that is updated monthly and usable by internal staff.

### Roles

**Contractor's Role:** Focused on proactive outreach, cultivating new and deeper relationships, and gathering insights from the broker community. Takes lead in developing new strategies and opportunities for engagement.

**Internal Staff Role:** Continue to manage the day-to-day broker communications (newsletter, portal, event logistics) and provide organizational context, data, and support to the contractor.

**Shared Work:** Resource development, messaging, and engagement initiatives are carried out collaboratively, ensuring consistency and alignment across all broker-facing efforts.

## **Deliverables (Year One)**

- Establish and sustain relationships with at least 40 priority brokers across the state.
- Conduct quarterly personalized touchpoints with at least 75% of those brokers, beyond mass communication.
- Co-develop and implement quarterly communication/resource enhancements with internal staff.
- Facilitate broker participation in a minimum of 6 organizational activities during the year, with documented outcomes.
- Provide quarterly broker engagement reports summarizing trends, feedback, and opportunities.
- Deliver a functional relationship-tracking system that gives leadership visibility into outreach and connections.

## **Measures of Success After 12 Months**

- Brokers view the organization as a trusted and engaged partner.
- Broker engagement shows sustained growth through increased interaction, participation, and responsiveness across organizational initiatives.
- Leadership receives consistent, actionable broker insights that inform strategy.
- Communication tools are demonstrably more useful and responsive to broker needs.
- A sustainable engagement framework exists that can be carried forward by staff or future contractors.

## **Contract Details**

- Independent contractor role, reporting to President/CEO unless otherwise assigned.
- Compensation will be structured as a monthly retainer, with the amount determined based on experience, qualifications, and scope of engagement.
- Estimated commitment of 15–25 hours per week, with flexibility based on outreach priorities, events, travel, and project needs.
- Contractor will submit a monthly invoice accompanied by a brief written report summarizing outreach activities, broker engagement efforts, key observations

or feedback, progress toward deliverables, and priorities for the upcoming month.

- Limited travel within Texas will be necessary to support relationship building and participation in approved meetings or events; however, routine weekly travel is not expected. Approved travel expenses will be reimbursed in accordance with the Association's Travel Policy.
- Reasonable pre-approved business expenses directly related to the scope of work may be reimbursed at the Association's discretion. Reimbursable expenses do not include standard business infrastructure or equipment, including computers, mobile phones, or similar technology ordinarily maintained by an independent contractor.
- Contractor must not be actively engaged in the practice of real estate during the term of the agreement. For purposes of this engagement, "actively engaged" includes representing buyers or sellers in real estate transactions, supervising transactional activity, or participating in brokerage operations intended to generate income.
- Contractor may not use this role or Association relationships developed through this engagement to solicit members for personal business activities, commercial services, recruiting efforts, instructional programs, or other revenue-generating endeavors unrelated to the scope of work during the term of the agreement.
- Initial term of 12 months, with evaluations at 6 and 12 months against deliverables and engagement objectives.

**Interested candidates should submit a cover letter and resume to Debbie Mayer, [dmayer@texasrealtors.com](mailto:dmayer@texasrealtors.com)**