

RESA® LEADERSHIP GUIDE

Navigating Success: Empowering Tomorrow's Leaders Today



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How to Start a RESA® Chapter

The purpose of a chapter is to unite local stagers in the industry to bring further exposure to the value of home staging within the community.

The Chapter Kickoff Meeting

The Kickoff Meeting announces RESA's presence locally and serves as a means of networking and a getting-to-know-one-another style meeting. This is where current RESA members, non-members, curious stagers, real estate agents, etc. can gather to discuss 'what is RESA and what RESA is not', and to gather interest for a new chapter.

Prepare for the Kickoff Meeting

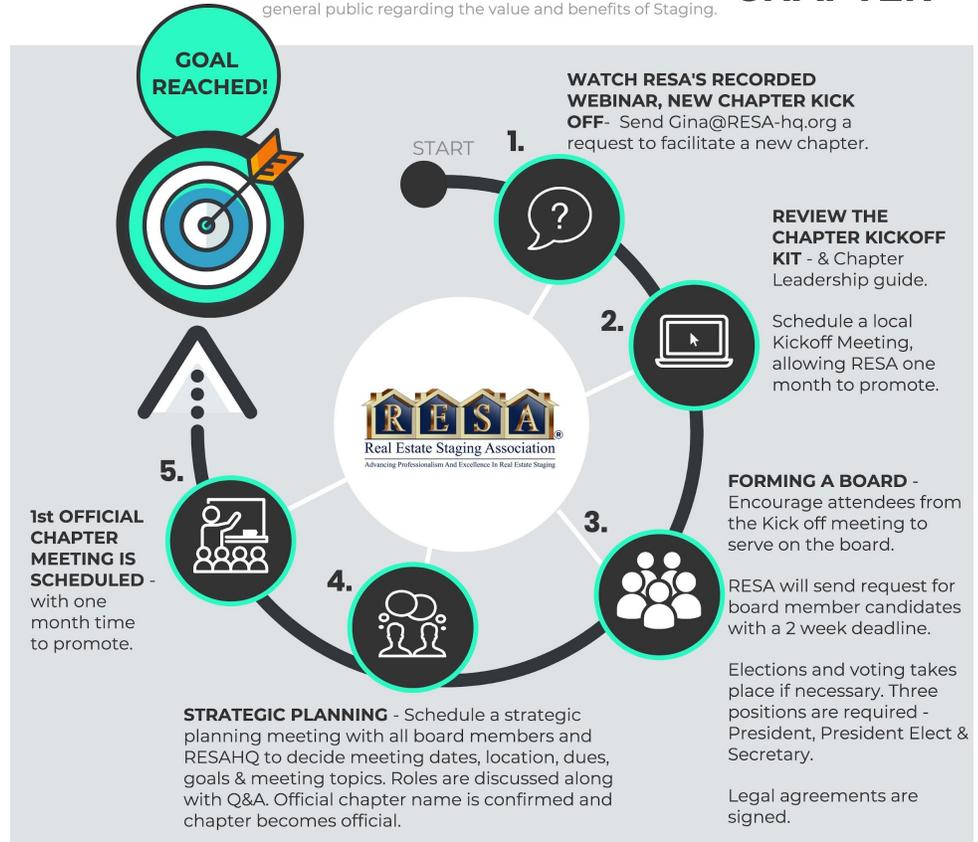
A member interested in starting a local chapter should contact RESA for an informational recorded video so you are familiar with the purpose and function of a local chapter. After watching the video, the member will be made a 'facilitator' and given a Chapter Kickoff Kit to prepare for a local Kickoff Meeting. Kickoff meetings can be held at any location that would be of interest to home stagers; furniture showrooms, real estate offices, stager warehouses, etc. Any business that offers a product or service to a stager is a good candidate and should be encouraged to 'sponsor' the meeting. Most sponsors provide the space and refreshments. RESA will promote this meeting to members and the member facilitating the meeting is also encouraged to invite other local industry professionals.

Things to Bring to the Kickoff Meeting

- Sign-in sheet
- 'Why Join Your Trade Association' flyer

STEPS TO START A RESA® CHAPTER

Local Chapters provide peer to peer support for the chapter members as well as promoting education to real estate agents, home owners and the general public regarding the value and benefits of Staging.



- Board position descriptions
- Business cards, name tags, pens and signage (with the RESA logo) to direct people

Things To Do

- Start the meeting on time
- Be sure everyone signs the sign-in sheet
- Meet and greet, introduce yourself and ask others for a brief intro to the group
- Allow the meeting sponsor to speak to the group briefly and thank them for hosting
- Ask for a show of hands “who is already a member of RESA”
- Share why you support your trade association, RESA and why you’d like to start a chapter
- Briefly discuss chapter structure and board positions
- Discuss the local real estate and staging community, and how a chapter could effectively service its membership and improve the local climate
- Encourage people to join you in a leadership role by serving on the board
- Ask people to take pictures to create a buzz on social media!

Things To Know

This is not an official chapter meeting, chapter names have not been decided or approved, board positions are not elected, and future meetings should not be scheduled at this meeting.

Forming a Local Chapter Board

Immediately following the Kickoff Meeting for newly forming chapters, RESA will send a thank you email to notify the members of the opportunity to join leadership and submit for candidacy to serve on the local board. Candidates are submitted electronically. If more than one person volunteers for the same position, the membership will vote. Three positions are required to form the board and become an official chapter. Local chapter board positions are:

- President – a required position
- President Elect – a required position
- Secretary – a required position
- Treasurer
- VP of Membership

Strategic Planning Meetings for Local Chapters - REQUIRED of all new Boards

Once the board has been formed and each new board member has signed a Leadership Agreement, the board will schedule a mandatory Strategic Planning (SP) conference call with RESA-HQ. All board members must attend. The purpose of the SP meeting with RESA is to be sure everyone understands their roles and responsibilities as well as talk about decisions that need to be made by the board before scheduling the first official chapter meeting such as:

- The official name of the chapter (new chapters only) - The official chapter name must be approved by RESA. The preferred and first option will always be to name the chapter in keeping with the local real estate association. To allow for future chapter growth, chapter names will not include the words 'state', 'north', 'south-west' etc.
- General meeting times and locations – Meeting times and locations should be determined and kept consistent for maximum participation. Chapters should have monthly meetings focused on professional development. Meetings should be planned for the entire year with the details (speaker, location, etc.) confirmed at least three months in advance. A list of popular meeting topics will be provided to the board.
- Board meetings – Board members are asked to schedule their board meetings for the entire year. New chapter boards should plan to meet monthly.
- Membership – Joining a local chapter is a benefit of RESA membership. RESA membership does not automatically mean a member belongs to a local chapter, they must request to join and pay the local dues if the chapter has dues. Non-members can attend your local meetings up to two (2) times to learn about the chapter, after attending two meetings, if they wish to continue to participate they are required to become a member of RESA and join your chapter. Local chapter affiliates such as service providers, movers, contractors, etc. are not required to be a RESA member to become a local affiliate of your chapter.
- Dues – Local chapter dues are optional but recommended. Local dues belong to the chapter. Local dues help support the chapter goals and identify local chapter members. Chapters should also have affiliate dues and/or sponsorship opportunities for industry related product and service providers. Affiliate dues are typically more than general membership dues. Many new chapters decide to implement dues after having a few general meetings. Before collecting dues, the board must have a bank account. RESA should be contacted to assist the chapter with the proper paperwork to file for an EIN, Articles of Incorporation, and to become a subordinate of RESA's non-profit status with the IRS prior to opening a bank account. Canada chapters (provinces) currently do not have any filing requirements; however, they should still notify RESA with their intent to collect local chapter dues.
- Meeting notices – Someone from the chapter will be responsible for promoting the local chapter meetings. RESA provides the chapter with email marketing event software and training. Chapter meetings must be promoted to all local RESA members per RESA guidelines to be compliant.
- Social media – Chapters benefit from social media exposure such as a Chapter Facebook page and Instagram. All social media accounts for the chapter must be created by RESA, will remain property of RESA on behalf of the chapter, and RESA staff must have admin access to all accounts. RESA also has social media groups to support leadership.
- Service Project – Chapters are encouraged to be involved with a charitable organization and give back to their communities. RESA Cares is a branded program to help chapters create awareness through community service projects and chapters are encouraged to share their skills and resources through service each year. November is Staging Awareness month when community projects are shared to raise awareness.
- Connecting with real estate agents – Chapters are strongly encouraged to get involved with local real estate groups such as their local association of REALTORS® and Women's Council of REALTORS®. These organizations have affiliate memberships available that the chapter can join for networking, education, trade shows and volunteerism.

Things To Do...

1. Schedule a Strategic Planning SP Meeting with HQ and make final decisions about logistics (dues, meeting dates, etc)

2. Turn in a completed Meeting Plan for the year to HQ (the template is located on MORA/Chapter Tools)
3. Begin coordinating and and promoting your meetings
4. Have fun!

Don't forget to send a press release announcing the new board and your plans for the year!

Creating a Meeting Plan for the Year

Chapters have more success and boards are able to focus more on initiatives when they take the time to plan ahead. RESA requires each chapter to complete a Meeting Planner for the year. The MP is a spreadsheet of meeting dates, topics and promotion timelines. The template can be found on the RESA website/MORA/Chapter Tools. The planner also includes a very long list of popular meeting topics. Chapters should always refer to the prior year's meeting planner and consider repeating certain events, meeting topics etc that were popular the prior year (think wash/rinse/repeat). When completing the planner, do not worry about specific locations or even specific speakers/experts when turning this into HQ. What's most important is to have a plan mapped out for the year.

Recruiting, Elections and Board Orientations

Boards should have a succession plan for when their terms end. Leadership recruitment should be thought of as an ongoing process. Good leaders encourage and acknowledge others' strengths. Recruiting should be practiced all year by always thinking of ways for members to get involved and creating volunteer opportunities. This is a great way to identify new potential leaders. While for chapters recruiting is a group effort, if everyone holding a leadership position practices 'each one - brings one' identifying and grooming your successor, chapters can ensure the future of the chapter and pass the torch with confidence.

RESA begins accepting applications for local, state and national candidates each year in September. Members vote each year in October. A major benefit of belonging to a non-profit trade association is knowing that the organization that you support and volunteer for is truly driven by it's membership, members who pay dues just like you and are able to elect leaders. Leaders should encourage members to get involved and to vote!

When the new chapter board members have been elected, the current board will facilitate an Orientation. This is a meeting between the outgoing and incoming board members to exchange information, share history, important documents, and explain processes so the new board is prepared to take the lead when their term begins in January. Ideally, Orientations will take place late October or early November so the new board has time to plan and promote their first meeting in January. Chapters should refer to the Orientation Guide found in MORA/Chapter Tools.

In addition to the Orientation, chapters are encouraged to reach out to HQ for guidance, training, best practices and resources.

Things to do...

- Ask new members about their skills and interests and try to find simple and meaningful volunteer opportunities throughout the year.

- Talk about succession planning early and often. This is not something you want to wait to discuss in September when RESA is collecting leadership candidate applications. Add "Succession Planning" as a standard item on your meeting agendas to keep it top of mind.
- Download and review the Orientation Checklist in MORA/Chapter Tools.

Board Vacancies

RESA-HQ should be notified immediately of any board vacancies and will be handled in accordance with bylaws. When a local board member resigns, the remaining board members shall nominate a replacement to complete the term. This can be done by majority vote.

Chapter Functionality

Chapter Tools

All chapter board members should refer to the RESA website (members only section - MORA) for Chapter Tools specific to their board positions. RESA will regularly update tools for chapters so board members should check the website frequently.

Chapter Corporate Compliance and Tax Filing

RESA-HQ will assist new (U.S.) chapters to obtain an EIN, become incorporated in their state, as well as filing to become a subordinate of RESA's 501(c)(6) non-profit status with the IRS. The chapter board members will serve as officers of the corporation and are responsible for annual corporation and tax filings with RESA's assistance.

RESA-HQ will assist chapters with required tax filing. Deadlines, liability, penalties are ultimately the responsibility of the chapter (BOD).

Federal Taxes due Jan 31st - U.S. Chapters must file an Electronic Form 990-N (E-postcard). This must be done each and every year in order to keep your tax-exempt status.

State Taxes - U.S. chapters are required to file state taxes annually and the deadline varies by state. Chapters should file for exempt status with the Secretary of State. Once you are approved for exempt status by your state you will be notified when to file the appropriate state return each year. Contact RESA-HQ for recent filing information for your chapter.

RESA requires an annual financial report from each chapter to be filed with the chapter tax records.

Chapter Banking

Before collecting dues, chapters are required to notify RESA-HQ and have a business bank account in the chapter's name using the chapter's EIN. Bank accounts should always include a minimum of two signers for the account. When opening the bank account, be sure to let them know the chapter is a non-profit corporation that will have different board members (signers) each year.

Chapter Financials

Because RESA chapters are non-profit corporations, chapters must consider carefully how funds are spent. Typically non-profits spend about 65-75% of annual expenses on programs and services that further the mission of the organization. Always consider RESA's mission and who will benefit when deciding how/what to invest chapter funds. Investing in events, programs or promotions that increase awareness, bring the chapter exposure or improve industry conditions locally and can benefit the members are always a good choice. If ever in doubt, contact HQ for guidance.

Things to do..

- Financial reports should be shared with the board at each board meeting and should be noted in the minutes.
- Reimbursements to the board should be kept to a minimum and must be pre-approved by the board and be accompanied by a receipt.
- Chapter expenses should be paid directly from the chapter bank account whenever possible.
- Funds should be deposited within 7 days max.
- Always have a minimum of two signers on the bank account.
- Forward any 'official' documents from governmental agencies to RESA-HQ.

Things not to do..

- Chapters are discouraged from collecting cash.
- Do not solicit 'donations' on behalf of the chapter. The chapter is not a charitable organization.
- Do not collect any money without first notifying RESA-HQ unless the following have already been established for your chapter: an EIN, non-profit subordination from HQ, a business bank account.
- Do not donate chapter funds to a charitable cause. This could jeopardize the nonprofit status and result in taxes owed and/or penalties. Remember member dues should be used for programs that benefit the members and support RESA's mission.

Things to know...

- RESA requires an annual financial report from each chapter to be kept on file with the chapter tax records.
- All members of the board have a fiduciary duty to maintain proper records for the chapter and are accountable for budgets, spending etc.

Chapter Board Governance

RESA-HQ and the National Board of RESA have oversight over all local chapters. All chapters will have a required minimum of three directors; President, President-Elect and Secretary. Chapters may also have a Treasurer and VP of Membership to serve as directors of the board. Board positions have a one-year term with the exception of President-Elect which is technically a two-year term. Refer to the end of this guide for each official leadership position, responsibilities, qualifications etc.

The BOD may form advisory committees and appoint chair positions such as Hospitality Chair, Educational Chair, and Special Projects Chair. Directors and Officers (DandO) insurance is provided for all chapters by RESA.

Chapters will adhere to RESA national bylaws as well as their local chapter bylaws. Bylaws are distributed to all board members via the board orientation and can always be found on the members only section of the RESA website.

All RESA leaders will sign a Leadership Agreement and should be aware of their fiduciary duties as Directors, antitrust guidelines, conflict of interest policies and participation requirements.

Important for all Board Members to remember...

Board meeting minutes serve as a legal record of board actions. Because there is some liability that comes with serving as a board member, all board members should take care to read and approve all meeting minutes. The secretary should send the minutes to the board within 48 hrs after each board meeting, to be approved or amended by the board. If the secretary does not attend the board meeting, the president shall assign the minutes to another board member at the onset of the board meeting. Board meeting minutes shall be sent to RESA-HQ after each board meeting.

Chapter Guests

Chapters are a major benefit of RESA membership. RESA values unity and all members and guests should be made to feel welcome at all times. Local chapters can determine and collect their own local dues, however, to join a local chapter you must first have a national membership with RESA. Local chapter affiliates (businesses that provide products or services to the staging community) do not need to join RESA national before joining a local chapter. Affiliates that service an entire state or nationally, should also be directed to RESA national to inquire about opportunities to promote their business on a state or national level.

Chapter Rosters

Chapters are required to report membership to RESA-HQ quarterly. All local chapter members will be added to a chapter directory for public visibility on the RESA website. RESA is diverse, does not discriminate and encourages stagers of all ages, gender, backgrounds and other affiliations regardless of their training etc. to participate and join the association.

Chapter Board Meetings

Chapter boards should meet monthly. Board members are responsible for corporate compliance and should keep detailed meeting minutes from each board meeting. The minutes should include financials and member reporting each month. Record topics discussed and decisions made. There is no need to record all that is said by each board member. Board members should follow Robert's Rules of Order at all board meetings. Board meetings are typically only attended by the board, though the board may choose to include any chairpersons or others as needed. Board meetings are where all the planning takes place and where decisions are made. All board members are equal and decisions should be made by a majority vote. All board decisions must be memorialized in the board meeting minutes and minutes are to be shared with RESA-HQ. Board members are expected to participate and hold each other accountable to further the goals of the chapter. Chapter board meeting minute and agenda templates are available on the RESA website/MORA/Chapter Tools.

Things To Do...

- Schedule board meetings for the entire year so the legal 'notice of meetings' has been established.
- Download RESA's board meeting agenda template and board meeting minutes template
- Include "Conflict of Interest" on every board meeting agenda. This serves as a reminder and opportunity to every board member at the beginning of each board meeting to disclose any potential conflicts of interest. If there is a conflict, the board member with the conflict will recuse themselves from that topic discussion and always be sure to note it in the minutes.
- Help each other learn Robert's Rules of Order and share a cheat sheet with your board members. Refer to the RESA website, MORA/Chapter Tools for RR training.
- Include a brief 'treasurer's report' at each board meeting so financial transparency is reflected in the minutes
- Include a 'membership report' at each board meeting so membership goals, history, and compliance is reflected in the minutes.
- Establish a realistic communication policy among the board that everyone can agree to. Most board conflict occurs due to not having a communication plan that everyone has committed to. Example: 24 hour response time - emails preferred - no board notifications or decisions via text.

Things NOT To Do...

- If one board member can't attend a board meeting (even the President) don't automatically reschedule, have the meeting as planned to stay on track. Voting can still take place if a quorum has been met.
- Don't have board discussions via text messaging. If a decision needs to be made by a board in between board meetings and the board cannot meet in person or arrange a conference call, the board may opt to vote by email. Legally, every board member must 1. Agree to making the decision by email and 2. Vote must be unanimous to pass.

Chapter Meetings

The monthly chapter meetings should be focused on professional development and typically consist of five main components; networking, lunch/breakfast, announcements, a meeting topic and or speaker, and a meeting sponsor.

When and Where

Be consistent with meeting dates each month (1st Wed, last Tu etc). Meetings should be about 1½ hours. Some chapters prefer meeting at the same location each month with various 'field trips' throughout the year while other chapters prefer to meet in a different location each month. Some chapters have found success with strategically choosing locations to encourage participation from stagers who live in outlying areas. Do what works best for your membership depending on your chapter goals. Recent member surveys have indicated a high preference for chapter meetings during business hours.

Virtual Meetings

Due to COVID and governmental restrictions limiting in-person gatherings, virtual meetings have become more accepted practice. Many chapters have found benefit in virtual meetings due to the elimination of geographical barriers and have seen an increase in participation. There are many free or low cost virtual meeting platforms to choose from. At the time of this writing, Google Meet offers the largest number of attendees, with no limits on meeting time, and at no cost. Chapter boards should research their options

and choose what is right for them. Most chapters who have resumed in-person meetings, continue to offer virtual options. Recent member survey indicates members prefer having both options available.

Key things to remember...

- Because your reach is unlimited, you can invite a broader audience. When promoting these meetings, do not send meeting notices to the entire database of members. If you want your meeting promoted nationally, send it to HQ.
- If the chapter would like to invite a neighboring chapter or the entire state to it's meeting, as a courtesy always notify the other chapter President(s) before including them on your meeting distribution list. Co-marketing should be encouraged for these types of meetings.
- Anyone attending as a guest should still be allowed. As such, the 'guest rule' still applies and all attendance should be monitored. Chapters are a benefit of membership.
- If you use a platform that can record your meetings, attendees should be informed of being recorded AND those recordings can be used as a member benefit for your chapter.

Networking

Recent member surveys indicate networking and comradery is at the top of the list for many stagers when asked what they want from a local chapter. The first 30-minutes of the meeting should be spent networking. Make it a point to introduce everyone to each other. For larger groups, make it a point to sit next to someone you do not know. This suggestion should also be followed at the REALTOR® meetings and other networking events that the members attend. If you have affiliates at your meeting, introduce yourself and exchange cards. Remember, networking is NOT sales. Don't sell yourself or ask for business as this is a turn off and not the place for it. You need to establish yourself first.

Meeting Topics

Each meeting should have a purpose and can consist of a general topic of discussion, a panel of experts, a speaker, or a group discussion. Topic discussions should be based on subject matter that will benefit members, that will improve members business and/or be of interest to members. Always check with the chapter's prior year meeting planner and take advantage of successful meeting topics. Some chapters have a Parade of Staged Homes each year, some have a Summer Social, some have Realtor or Stager Panel, Service Projects, Holiday Party. Don't forget to have a few meetings that are open discussion. Try to plan ways to include real estate agents.

If you have a speaker, be sure to vet your speakers. Make sure the presentation is not a sales pitch, rather, position your speakers as experts and focus on those who have something to teach your members.

Consider establishing an Event Coordinator or Education Committee to be in charge of speaker coordination.

Who Can Attend?

Anyone can attend a chapter meeting up to two (2) times as a guest. If they wish to attend after the second meeting, they see value in the chapter and should join! Chapters are a benefit of RESA

RESA KICKOFF MEETING SAMPLE AGENDA	
Meeting date & time	
Facilitator Contact Info	
MEETING DETAILS	
Time	Description
1:0	Call to Order
2:0	Welcome and Introductions Introduce the organizers, give a shout-out to any sponsors, and allow each person to state their name and a little about their business.
3:0	Why RESA Explain what RESA is (nonprofit professional trade assoc with a mission to improve the industry and invest back into programs for stagers), and what RESA is not (not owned by anyone or formed to pad anyone's pockets). Share why you think a chapter would be beneficial to the local climate.
4:0	Share Possible Future Chapter Activities 4.1 Monthly meetings focused on education and business development 4.2 Service projects that give back to the community 4.3 Tours of design centers and opportunities to create preferred vendor relations 4.4 Networking opportunities with industry professionals 4.5 Referrals!
5:0	Open Discussion Share any local challenges and explain how a chapter can help solve/improve
6:0	Review of Board Roles/Positions 6.1 Ask if anyone is interested in serving in leadership (experience not required) 6.2 Explain the leadership positions required to form a chapter 6.3 Remind them to look for an email the day after the meeting with an application 6.4 Remind them of the 1-week deadline
7:0	Thank Sponsors (if any)
8:0	Adjournment Do not schedule any additional meetings - the new board will do this after they have been through an orientation with HQ.

membership, therefore, to join your chapter, they must first have a RESA membership. Local chapter affiliates do not have to join RESA national.

Meeting Promotion

Chapter meetings should be promoted three (3) weeks in advance at a minimum. RESA provides a platform for chapters to promote meetings and remain compliant with anti-spam laws. The Chapter President-Elect is ultimately responsible for ensuring meetings are promoted properly however, all chapter board members should help promote meetings via their sphere of influences, social media, word-of-mouth etc. Meetings notices should be promoted to stagers, designers, organizers, real estate agents, and other industry partners regardless of membership. Please do not ever 'comb' other industry directories for this purpose. RESA's database should never be used for anything other than RESA related purposes. If you are ever in doubt about how to grow your chapter list of prospects or the permissible use of RESA's database, contact RESA-HQ.

Things To Do...

- Have fun!
- Coordinate your meetings well in advance. Chapters shall complete a Meeting Planer for the entire year after their Strategic Planning/Orientation meeting. The Meeting Planner is required and turned into HQ at the beginning of each year. You can find the meeting planner template that includes a long list of meeting topic ideas by logging into the RESA website/MORA/Chapter Tools.
- Have a check-in table to greet everyone as they arrive and have a sign-in sheet. Give name tags to everyone.
- Chapters should not have to pay for meeting space or food. Create a target list of potential meeting sponsors to cover the cost and/or provide meeting space. Oftentimes, meeting sponsors can also provide educational content for the meeting.
- Be sure someone from the chapter is following up with each new guest (non members). This is typically the VP of Membership. Guests should be made to feel welcome and made aware of how to join the local chapter.
- Don't forget to share photos of your meetings on social media and in your meeting notices.
- Did we say HAVE FUN?!!

RESA's Data Permission Policies

RESA contact lists belong to RESA as referenced in the Leadership Agreement signed by everyone in leadership with RESA. RESA gives chapters permission to promote specific lists created specifically for each chapter as referenced in the mandatory training, Sending Chapter Meeting Notices. Each chapters' President-Elect is responsible for meeting promotion and only one person has access to these lists in the email marketing account for the chapter. A mandatory 1-hour training and quiz must be passed prior to having access to said lists. Anything outside of this scope requires permission from RESA-HQ.

Chapters do not have permission to download lists, remove people from lists or delete lists from our email marketing account. Anything outside of this scope requires permission from RESA-HQ. Chapters requiring any type of list maintenance should contact Vanessa@RESA-HQ.org.

RESA is committed to protecting member data and being spam compliant. Remember, spam and privacy laws vary by state and country. For example, a stager in Canada who has signed up for a single local

chapter interest list has not given all of our US chapters permission to email them meeting notices. Policies and procedures have been carefully created with this scenario in mind. Going outside these policies and procedures jeopardizes RESA's commitment to all of our members' privacy. We appreciate your help in supporting our policies and guidelines.

Meeting Sponsors and Affiliates

Meeting Sponsors and/or Affiliates are a great way to raise funds for your chapter. Chapter boards can determine their sponsor/affiliate fees and benefits. A sponsor and/or affiliate would be anyone that would like to gain exposure to the group. Meeting sponsors should be allowed 10 minutes to speak to the group and also allow them to put their business cards or handouts at each place setting. Affiliates can be an annual membership with ongoing benefits at a higher investment.

Sample 'Meeting Sponsor' Thank You Letter

Dear (Sponsor name)

Thank you so much for your sponsorship of the (chapter name, ex: RESA® Indianapolis Chapter) meeting. You are the confirmed sponsor of [add meeting date, location, time].

As our monthly sponsor, you will enjoy the following benefits:

Lunch/breakfast and an opportunity to hand out flyers, cards, brochures, or any marketing material(s) for each place setting. We will also promote you and your company on our meeting agenda.

In addition, during the meeting you will have two choices in which to present to our group. Choice 1: A representative of your company will be interviewed in front of the group by me, the chapter president, with predetermined questions. You and I will determine the questions so we can best get your information to the membership. Choice 2: You may take 5-10 minutes to speak to the membership on your own.

The (chapter name) of RESA® believes that "we should support those that support us." We, as chapter members, want to develop relationships and work with the best of the best. We thank you for your support and we look forward to supporting you in the year to come.

Continued Success!!

Chapter President Name (i.e., Jane Doe)

Chapter Name

RESA® Chapter President

Your company name

P.S. I have attached information regarding becoming an Official Chapter Affiliate. Please let me know if you have any questions.

Sample 'Become an Official Chapter Affiliate' Letter

The Real Estate Staging Association® (RESA®) is the trade association of the home staging industry. RESA® was formed in order to support all professional real estate stagers, also known as home stagers, in North America. Our goals are:

To create unity for professional stagers, regardless of their backgrounds, designations and affiliations.
To provide resources and business tools for professional stagers.
To form local chapters, where needed, to provide support to stagers.
To actively promote and educate real estate agents, homeowners and the general public as to the value of staging.
To ensure staging becomes mainstream within the real estate industry.

Our chapter would like to develop relationships and work with 'the best of the best'. By supporting our local chapter, your business will grow by giving you exposure to your target market, stagers. To take advantage of sponsorship:

Join the (your chapter name). Contact (contact name) at (phone #) or email (email address).

(List the cost and benefits of becoming an affiliate - decided by your board)

- Attend monthly meetings
- Networking
- Monthly advertising on our social media platforms

Chapter Affiliates will develop a network support system composed of the people you want to do business with and will get the exposure you need in order to grow your business.

Make success! Don't wait for it. JOIN our chapter NOW!

Chapter Representative Name (i.e., Jane Doe)

Chapter Name

RESA® Chapter Position

Fundraising

The Purposes of Fundraising for Your Chapter

To create marketing opportunities that create exposure for your chapter members while giving back!

To raise funds to help support your chapter functions.

To raise awareness about your chapter and home staging on the local level.

To raise awareness and money for a local beneficiary.

Social Mixers and Fundraisers

Find a beneficiary. Look for a charity or cause in your community. Make sure your chapter votes and approves the beneficiary. Women's centers, children centers, and animal centers are great options and are more than worthy causes. Giving back to your community will not only gain exposure to your group with the media, but also create great opportunities for everyone involved.

Partner with other groups in the real estate community as sponsors for the event. Have several levels of sponsorships (see flyer for example). Find out how much the sponsorships are in your area for REALTOR® and WCR events. Those rates will help you determine the sponsorship fees for your event. All of your events should be aligned with your industry.

Try to have the event at a location that can be donated and consider the location as a sponsor. Another option is to use money from the sponsors to pay for a venue.

Have a networking card with a map of the venue and ask that each person get X amount of items on their card stamped by different sponsors. This way, they have to meet the sponsors. At the end of the evening when you are raffling prizes, you draw a winner for whatever the grand prize is.

All prizes are donated from agents, title reps, lenders, etc. Everyone attending can bring something. Business cards are attached to all.

Serve food. A food sponsor is a good option to cover this expense.

Have entertainment. EX: Game stations or a DJ and Karaoke. This can also be covered through sponsorships.

Key Things to Remember

- Form Committees - Pick a committee chair. This person is responsible for overseeing the planning of the event.
Assign tasks to people who have experience and abilities that will complement the task.
- Have progress meetings when planning the event and have each member report their progress at each meeting.
- Get volunteers to work the event. Registration table, drink ticket sales, clean-up committee, sponsor liaison, and a decoration committee.
- *Keep in mind, your chapter is not a charitable 501(c)(3) non-profit. RESA and its subordinate chapters are a 501(c)(6) trade association nonprofit. If your beneficiary is a charitable org, donations may be considered tax deductible through their organization. Check with your beneficiary before soliciting funds and be sure to have their permission. Most 501(c)(3) nonprofits will have marketing collateral to help you raise funds for their charity.
- Because we are a trade association for mutual benefit, chapters should not donate chapter dues earned from its members. Though this may sound like a kind gesture, it could jeopardize the chapter's tax exempt standing and result in taxes owed and/or penalties.

Sponsorships

You must secure adequate sponsorships to cover your expenses. There are 4 ways you can make a profit from the event:

- If your expenses are less than your total sponsorships then you will have made a profit on sponsors.
- Ticket sales.
- Raffle sales.
- Drink ticket sales.

Profit			Expenses	
Top Shelf	\$ 500.00		\$ 240.00	Margarita machines
Top Shelf	\$ 500.00		\$ 1,450.00	Venue
Munchie Madness	\$ 500.00		\$ 400.00	Karaoke
Munchie Madness	\$ 500.00		\$ 500.00	Food
Margarita Bar	\$ 250.00		\$ 300.00	Misc
Margarita Bar	\$ 250.00			
Tequila Sunrise Island	\$ 250.00		\$ 2,890.00	Total Expense
Mai Tai Shack	\$ 250.00			
Roaming Jello Shots	\$ 100.00			
Roaming Jello Shots	\$ 100.00			
Roaming Jello Shots	\$ 100.00			
Roaming Jello Shots	\$ 100.00			
Virgin Island	\$ 50.00			
Sponsor Profit	\$ 3,450.00			
Drink Sales x 150 People	\$ 1,500.00		\$ 9,860.00	Gross
1 Ticket for 1 Drink			\$ 2,890.00	Expense
10.00-4 tickets		Projected	\$ 6,970.00	Profit
2.50 a Drink				
Ticket Sales x 150 People				
\$30.00 Members x 80 People	\$ 2,400.00			
35.00 Non Members x 70 People	\$ 2,450.00			
Door Profit	\$ 4,850.00			
Total	\$ 9,800.00			

Marketing

Chapter members and sponsors must actively market the event.

Marketing methods:

Flyer announcing the event and asking for partners, sponsors and raffles.

Flyer announcing the event and ticket sales for the event.

Send to REALTOR® offices, title companies, mortgage lenders, WCR chapters, REALTOR® Associations. Submit a press release before and after the event.

Donations

Sponsorships can also come in the form of donations of services, venue, etc. Ask the local grocery store to sponsor paper goods and ice. Ask everyone on your board, your members and affiliates for contacts that would be willing to donate to the event. This is also networking and builds relationships in your community. *Keep in mind, your chapter is not a charitable (501c3) non-profit. If your beneficiary is a charitable org, donations may be considered tax deductible. Check with your beneficiary.

Legal Items

Be sure to check with the venue regarding insurance and a one-day liquor license, if you serve alcohol. www.wedsafe.com or www.theeventhelper.com will provide an insurance policy. Alcohol Beverage Control will issue the one-day liquor license.

Sample Event Idea - Margaritaville

A margaritaville event is a fun social mixer and fundraiser with tropical decorations, lounge chairs, tiki huts, etc. Sponsors are the "bars" at the event. Margarita bar, tequila sunrise bar, mai tai shack, castaway keg, etc. A sponsor hosts each bar so it allows for people to stop by each sponsor and network. You can rent margarita machines and the sponsors bring the tequila. (See image above. All numbers are relative to the size and attendance of your event.)

Special Events

RESA Events

In addition to local chapter events, RESA has multiple events each year to encourage unity, offer education and increase industry awareness.

RESACON the Annual Home Staging Convention

RESA members receive preferred pricing to attend our annual convention. [RESACON, the international home staging convention](#), is dedicated to enhancing the home staging and redesign industries. No matter where you are in your business, our speakers are dedicated to giving you the tools that will catapult your business to the next level. Participation in RESACON is STRONGLY encouraged as a leadership standard, as well as for personal and professional growth.

RESA Home Staging Industry Awards

The RESA Home Staging Industry Awards are the industry's most prestigious awards celebrating the industry's finest professionals in leadership, home staging and redesign categories. The industry awards are announced at the annual convention each year, RESACON.

RESA Connect

RESA Connect is an annual event connecting stagers with the industry's best wholesale buying options. RESA Connect will include one day of educational sessions and networking, and one day of exclusive showroom tours of the RESA Buying Group vendors, where they will shop and place orders.

RESA EDGE Events

RESA has developed an event format that is larger than a chapter meeting, meant to attract a larger group of attendees for a full day of education. Chapters and/or RESA State Presidents can host these events with the support of RESA-HQ and take advantage of the resources, branding, marketing, event website, event registration, attendance tracking, payment processing and overall event plan developed and proven to be successful. Chapters interested should contact RESA-HQ months prior to scheduling the event for approval.

Standard RESA Event Policies

- Events must be promoted properly to all members to ensure successful attendance.
- Cut-off date to register must be in place and clearly stated.
- Refund policy must be in place and clearly stated.
- Each attendee's payment must be received in order to attend the event. NO EXCEPTIONS.
- No monies collected will go through a personal bank account.

Contracts

RESA National must first review any contracts you enter as a chapter. While RESA chapters are separate legal entities from RESA National, and RESA chapters are responsible for signing contracts, we need to ensure the chapter fully understands the terms and conditions prior to signing. This review will ensure the event is a success.

Create a Buzz!

Working With the Media

How come some people can get free publicity and some can't? The answer is understanding how to work with the media and understanding their needs. By understanding and complying with their needs, you too can get the publicity your chapter deserves.

What does the Media want? NEWS! News is...

A first
A trend
Something unusual
Celebrities
Kids, dogs

Human interest
Charitable events

What you can do?

Create news that will interest the media.
Understand your industry.
Understand the reporter's needs, do your homework.
Understand the differences between TV, print, online.
Contact the correct reporters that cover your area of needs. Don't bother the sports reporter for a real estate piece.
Practice before you talk to reporters and anticipate key questions.
Prepare key answers.
Read up on some recent articles written by the reporter.
Interviews are for gathering information.
Reporters don't care about you or your objective, they want news.
Meet their deadlines, they are busy!

Don't...

Don't say "no comment."
Repeat yourself constantly or use slang.
Ask to "go off the record".
Lie.
Talk negatively about competitors or other groups.

Things To Remember...

- The news is important to you but make it important to the public.
- Tie in your events to a charity, have your chapter select a worthy group to be the beneficiary of your chapter.
- Have 1-2 fundraisers per year, with a portion of your proceeds going to that group and report that to the media.

Things To Do...

- Contact real estate, lifestyle, business, design editors/reporters from local TV, newspapers, or blogs and introduce yourself and your chapter.
- Ask for their preferred method for submitting press releases and some guidelines for what types of content they typically look for. Ask if there is a press or social media calendar you should be aware of (seasonal topics).
- Create a schedule of 'touches' so they remember you and hopefully will think of you when they need content or a quote!

Social Media

Chapters should take advantage of social media as a great way to get exposure and share meeting plans. All social media accounts using the RESA name will belong to RESA and should be created by RESA-HQ. Most chapters have a public Facebook page. Many have private groups on Facebook exclusively as a local chapter member benefit, where they can discuss 'private' matters. Chapters are also taking advantage of Instagram. Contact RESA-HQ to create any social media accounts and refer to the RESA

website, members only section, Chapter Tools, Social Media for a list of current guidelines and social media pages to follow to help promote your chapter. Be sure to join the RESA Chapter Sharing Facebook group to collaborate with other leaders.

Things to remember...

- As a leader within a trade association, by default you will likely be viewed by some as representing the organization. Please be cognizant of this. RESA cannot legally tell its staff or volunteer leaders how and what they can or cannot share or say on personal social media accounts/profiles.
- RESA's social media pages belong to RESA and restrict any content that is not in line with RESA's mission. Refrain from making any known controversial statements while representing yourself as a leader of RESA. If you are ever in doubt about messaging from RESA, please do contact HQ or a National BOD member.
- Making a simple statement such as, "My opinions are my own and I am not speaking on behalf of RESA" is something everyone should remember should a situation arise on your own social media if someone should ever question your personal beliefs as they relate to RESA.

Things To Do...

- Promote your meetings.
- Promote your members' stagings.
- Promote/welcome new members.
- Take turns highlighting a member.
- Share messages from your board.
- Share photos of your meetings.
- Create a simple social plan. It won't happen without a plan.
- Consider appointing a Social Chairperson.
- Encourage your board and all of your members to comment on chapter posts. This really makes a difference.
- Adopt a series of effective hashtags to be included in each post.
- Post questions or surveys to get people talking and interacting.

State/Provincial and National Leadership Positions

State/Provincial President

States and Provinces that have at least one chapter are eligible to have a State/Provincial President. Presidents provide support to local leaders as well as identify and assist with newly forming chapters. They are an advocate for the chapters' success. They accomplish this by having consistent communication with the leadership in their state/province. Presidents meet with each other monthly to discuss various initiatives, brainstorm challenges, and provide feedback to each other, for the national board and HQ. During these monthly meetings they are informed by HQ of any chapters that are in danger of not upholding their fiduciary duties such as; not having regular board meetings, not reporting financials to their board, not tracking membership or turning in minutes. These positions have proven to be crucial to the success of the association through their leadership and dedication to the industry.

These positions are subject to RESA's national board approval, however if there is more than one candidate for this position at election time, the members will vote. Because the prerequisite is to have served on a local chapter board, this position is a stepping stone to serving on the national board and should be encouraged. For a complete list of responsibilities and requirements see the State/Provincial President position description at the end of this document.

National Board of Directors

RESA's national board consists of seven directors and three officers (Chair, Secretary, Treasurer). Officer positions of the board (Chair, Secretary, Treasurer) will be determined by the board internally after elections each year. The Chair facilitates the meetings and manages the board. Director positions are three-year terms and the terms are staggered so there are always experienced directors on the board. Each year the members vote to elect directors to fill open positions. Thus, the national board is chosen by the members to represent the members. The board is responsible for having oversight of the corporation. This includes making sure decisions are made based on RESA's mission (to improve the industry), creating and reviewing the strategic plan, budgeting, corporate compliance, assuring the association's programs are benefiting its members, oversight of the CEO, protecting RESA's nonprofit status, ensuring legal council and tax professionals are advised, and making decisions that are best for the industry, the association and its members without any conflicts of interest. For a complete list of requirements and responsibilities please see the National Board position description at the end of this document.



Who Does What? *CEO, Board Chair, Both?*

Buckets	CEO	Board Chair	Both
Staff	Hire, manage, supervise, fire	Provide guidance when asked.	x
Annual Review	Keep file of accomplishments & lessons learned for annual review. Write a candid self evaluation.	Lead a brief annual review process of CEO.	Develop a process that is fair, measures skills, accomplishments & leadership attributes
Strategy	Leads process to develop and execute goals aligned with SP, provides Board progress updates regularly	Lead board to approve, own and champion the strategic vision, direction and plan. Monitors regularly.	Develop a board/staff process. Designs board meeting that allow engagement by the full board throughout.
Program Development	Develop & implement programs that align with the mission and plan. Create a mechanism for program evaluation.	Lead effort to monitor program effectiveness, Contribute new program ideas.	Work together to ensure that the board has what it needs to evaluate programs with a process that is effective and not onerous on staff.
Budget	Know your #'s cold. Build a thorough budget.	Provide direction and create a process with integrity.	Monitor the budget and ensure that it's understood by all board members.
Board Building	Identify strong prospects.	Hold all board members accountable and ensure that all board members have what they need to be successful.	Build a leadership pipeline, groom chairs and leadership. Define skills & expertise needed for your board, its mission and strategy.

RESA National Committees

Committees should be formed as needed and directed by RESA's Board of Directors (BOD). Committee positions should be considered a 1-year term or until the committee work is complete, whichever comes sooner. There is no limit to the terms a member can serve on a committee. In April 2019, the RESA BOD voted to limit committees to a maximum of seven participants in order to ensure committee progress.

Committee Standing Rules

- Must be a member of RESA and sign a Leadership Agreement.
- Must attend 80% of meetings and participation is expected. Attendance should be noted on committee meeting minutes and missed meetings should be addressed by the committee chair in accordance with the participation policy in the Leadership Agreement.
- If you miss a meeting your participation is still needed, review meeting minutes and ask questions, give feedback, report back, etc.
- Confidentiality of information discussed/reviewed is required.
- Each committee member's views and opinions should be expressed and respected.

Committee Operatives

- A committee chairperson will be appointed by RESA's BOD. The committee chair facilitates committee meetings and ensures forward movement, participation and communicates committee progress to the national board liaison.
- RESA's BOD has oversight of all committees and will provide feedback and direction as needed to help reach the committee goals and objectives.
- The objectives for each committee will be established by the BOD and the action items needed to meet the objectives will be determined by the committee.
- A meeting schedule will be established as agreed to by the committee for the entire year/term. Rescheduling meetings is strongly discouraged. If the committee chair cannot attend a meeting, the chair should appoint another member to facilitate the meeting in her/his absence.
- The committee is responsible for knowing the dates and required deadlines for submitting information to the BOD. Official requests and/or recommendations for the BOD should be memorialized in a report written directly to the BOD committee liaison. Alternatively, the chair can request to attend a BOD meeting to present the recommendation/request. RESA's BOD meets monthly.
- Committees will have an agenda for each meeting and minutes will be taken to memorialize topics of discussion, actions, decisions and recommendations. Minutes should be sent to all committee members and the BOD committee liaison and uploaded to the committee's Facebook group after each meeting.

Participation

If participation is lacking by any committee member, this can affect the entire committee and should be addressed by the committee chair directly with the member, with a goal of agreeing to a plan and commitment of full participation. If there is no improvement, the committee chair should notify the BOD liaison for assistance.

Any changes to committee membership must be submitted to the BOD liaison and HQ immediately.

How to Conduct Committee Meetings with Effectiveness and Efficiency

1. Solicit agenda items and send out the agenda at least one week prior to the meeting. The chair should always remind the members of the upcoming meeting, what items are carried over from previous meetings, and share any new items that will be addressed. Seek additional agenda items from the membership.
2. Make it clear that all members are expected to come prepared. The chair should send relevant background material and expect members to have read and digested this information before the meeting.
3. Start and end the meeting on time. Out of respect for the members and their time, meetings need to be started and ended as scheduled. If the chair can see that the group won't be able to complete their task, s/he should ask the members whether they desire to stay later, schedule an additional meeting, or carry over the discussion to the next meeting. Respecting the clock shows respect for the members.
4. Show all the committee members respect. Everyone is on the committee for a reason. It is the committee chair's job to assure that everyone participates, seeking out comments and feedback from the quieter members. Don't let one or two individuals dominate the discussion. Instead, go around the room for comments before those who have already spoken get called upon again.
5. Look for opportunities to grow new members. Committees are fertile ground to grow new leadership for the organization. The committee chair should be on the lookout for such potential talent, giving these members assignments to prove themselves, and working collaboratively with them to help them grow.
6. Keep to the agenda. The pace of discussion needs to be shaped and guided by the chair so all items can be given adequate consideration. If new issues surface, they probably should be added to the next meeting's agenda unless there is considerable time left at the end of the scheduled meeting. Even then, the committee should be consulted as to whether they would rather consider the item(s) at the next meeting.
7. Committees serve the BOD. From time to time committees may need to rely on information or assistance from HQ. The decisions and progress of the committee are the responsibility of the BOD liaison, not HQ. Therefore, it is not appropriate for HQ to control the operations of a committee or be unduly relied upon by committee members to carry out the direction of committee work. Communication between the committee chair and BOD liaison should always be a priority.
8. Send out a concise set of minutes in a timely manner. The chair's responsibility is to assure that a complete, concise and timely set of minutes are sent out, ideally within 48 hours of the actual committee meeting. Be sure to include the BOD liaison on the distribution list. Typically, only the BOD liaison will review the committee's entire minutes and in turn will report the committee's progress to the rest of the BOD at the next BOD meeting.
9. The chair is responsible for providing reports to the BOD, as needed or requested. These reports should be concise and yet complete, expressing concerns or any recommendations and written directly to the BOD. Reports are different from minutes in that the committee is requesting and/or reporting something specific to the entire BOD whereas minutes serve as a record of general progress.
10. Recognize and show appreciation for the work of the individual committee members. The committee chair should take every opportunity to recognize committee members, acknowledge their contributions,

and thank them on behalf of the organization. A simple "thank you" goes a long way in motivating volunteers.

11. Be prepared to drop members who are not participating. If the chair encounters a committee member who is not contributing, s/he should consider talking to the board chair about asking the person to step out of this role. Individuals not contributing to the work who are allowed to stay on the committee set a bad example for the rest of the committee.

12. Ask for feedback on how the committee is working. On an annual basis, the committee should be polled about how well the committee is working. Seek their opinion on how the committee could be more effective and provide constructive criticism. This can either be conducted by the committee chair or the board chair. The summary of this feedback should be shared first with the chair and then with the entire committee.

Conflict of Interest Policy

To maintain the integrity of RESA's non-profit status owned and led by volunteers for the benefit of the community, RESA leaders must avoid any conflict of interest or any appearance of a conflict of interest. RESA's conflict of interest policy is stated in the RESA bylaws, referenced in RESA's Leadership Agreement and referenced again below. Board and Committee chairs should include "Are there any potential conflicts of interest?" as the first agenda item for every meeting and recorded in the minutes to keep this policy top of mind.

Section 5. Conflicts of Interest

Board members and committee members must actively seek to avoid situations and activities that create an actual or potential conflict between the individual's personal interests and the interests of the corporation. If a BOD member or committee member believes that a conflict exists relative to a particular issue being considered by the BOD or any committee, she or he shall disclose the conflict to the Board or committee, as appropriate, and abstain from discussion or voting on the issue.

For purposes of this section, a "conflict of interest" means a situation in which a BOD or committee member is part of a discussion or decision by the BOD or a committee which has the potential to financially benefit that BOD or committee member or a member of that BOD or committee member's immediate family. "Immediate family" means, spouse or same-sex/domestic partner, children, parents, siblings, parents-in-law, or siblings-in-law.

Both the fact and the appearance of a conflict of interest should be avoided. BOD members or committee members who are unsure as to whether a certain transaction, activity, or relationship constitutes a conflict of interest should discuss it with the chairperson, who will determine whether disclosure to the BOD or the assistance of legal counsel is required.

Need More Help?

RESA is committed to supporting leadership and wants to ensure you have all the information you need to be successful. Contact RESA-HQ at 888-201-8687 or email Gina@RESA-HQ.org. The RESA National Board of Directors and State/Provincial Presidents can be found [here](#).

RESA reserves the right to update the Leadership Guide from time to time. All information in this guide, the leadership agreements, policy and procedure is determined based on existing bylaws and decisions made by the executive staff and the RESA Board of Directors.

Leadership Position Descriptions, Responsibilities and Qualifications

Local Chapter President

Responsibilities

- Presides at the board and chapter meetings.
- Appoints all committees, subject to the approval of the board.
- Presidents are facilitators and are to facilitate the running of the chapter.
- Disseminates RESA events, new programs, and other initiatives to officers/members.
- Coordinates officer and committee activities and responsibilities.
- Schedules meetings for the entire year with the help of the board.
- Assures that the chapter runs smoothly and according to the bylaws.
- Assures chapter decisions are made by the board and all board members' opinions, feedback, and ideas are heard.
- After the president's term is complete, they assume the title of immediate Past President and may serve in an advisory capacity (not a director) when requested by the new board.
- Establishes relationships and identifies opportunities to collaborate with local REALTOR® associations, WCR, builders associations, etc.
- Learns and follows Robert's Rules of Order for all board meetings.
- Must actively seek to avoid situations and activities that create an actual or potential conflict between the individual's personal interests and the interests of the organization.
- Ensures inclusivity and creates a safe space for all participants.
- Assists with succession planning and recruiting for all board members, and with onboarding a successor.
- Participation in RESACON is STRONGLY encouraged as a leadership standard, as well as for personal and professional growth.

Qualifications

Candidates must be a member of RESA in good standing with no ethics violations. Must have a minimum of six months experience in the real estate staging industry combined with six months leadership experience (either with

RESA leadership or in some other field). Candidates must be willing to commit to participating in no less than 80% of the local chapter meetings and monthly BOD meetings. Candidates must demonstrate a passion for the industry and a willingness to support RESA's mission, values and goals for the betterment of the entire industry. This position is a one-year term with a two-year limit.

Local Chapter President-Elect

In the absence of the president, the president-elect presides at all meetings and performs the necessary duties of the president. The president-elect automatically succeeds to the presidency the following year. The main role of the president-elect is to prepare for the presidency. This includes assisting the president throughout the year.

Responsibilities

- Facilitates BOD meetings in the Chapter President's absence and assists the Chapter President with chapter meetings.
- To learn all board roles and how a chapter functions. Must be willing to step in for any other board member who is temporarily unable to perform their duties. This responsibility is not meant to fill a permanent vacancy.
- Ensure chapter meetings are promoted properly and members have timely notifications of meetings.
- Creates a social media plan and provides oversight of the chapter's social media accounts.
- Learns and follows Robert's Rules of Order for all board meetings.
- Must actively seek to avoid situations and activities that create an actual or potential conflict between the individual's personal interests and the interests of the organization.
- Ensures inclusivity and creates a safe space for all participants.
- Assists with succession planning and recruiting for all board members, and with onboarding a successor.
- Participation in RESACON is **STRONGLY** encouraged as a leadership standard, as well as for personal and professional growth.

Qualifications

Candidates must be a member of RESA in good standing with no ethics violations. Must have a minimum of six months experience in the real estate staging industry combined with six months leadership experience (either with RESA leadership or in some other field). Candidates must be willing to commit to participating in no less than 80% of the local chapter meetings and monthly BOD meetings. Candidates must demonstrate a passion for the industry and a willingness to support RESA's mission, values and goals for the betterment of the entire industry. This position is technically a two-year term; the first year will be served as President-Elect and the second year will be served as Chapter President.

Local Chapter Secretary

Responsibilities

- The chapter secretary prepares the agenda for each board meeting. Board meeting agendas should be distributed to all board members at least one week prior to all board meetings.
- The secretary is also responsible for recording the board meeting minutes and distributing minutes to the BOD and RESA HQ immediately following each BOD meeting.
- Original copies of all minutes should be kept in a permanent chapter binder (3 ring binder). Meeting minutes are brought to the following board meeting and approved by the board as an official record. Responsible for maintaining any electronic files and ensuring that everyone that needs access to it has it, and that files are managed and organized in an orderly fashion.
- Learns and follows Robert's Rules of Order for all board meetings.
- Must actively seek to avoid situations and activities that create an actual or potential conflict between the individual's personal interests and the interests of the organization.
- Ensures inclusivity and creates a safe space for all participants.
- Assists with succession planning and recruiting for all board members, and with onboarding a successor.
- Participation in RESACON is STRONGLY encouraged as a leadership standard, as well as for personal and professional growth.

Qualifications

Candidates must be a member of RESA in good standing with no ethics violations. Must have a minimum of six months experience in the real estate staging industry combined with six months leadership experience (either with RESA leadership or in some other field). Attention to detail, and administrative experience is a plus. Candidates must be willing to commit to participating in no less than 80% of the local chapter meetings and monthly BOD meetings. Candidates must demonstrate a passion for the industry and a willingness to support RESA's mission, values and goals for the betterment of the entire industry. This position is a one-year term with a two-year limit.

Local Chapter Vice President of Membership

Responsibilities

- Coordinates, manages, and tracks membership recruitment and retention efforts, with the support of the board. These efforts include but are not limited to welcoming new members, maintaining current members, and identifying potential members.
- Prepares a membership report for all board meetings.
- Works closely with the Chapter Treasurer to manage and communicate member dues owed and received.
- Maintains a sign-in sheet or other written record of attendees for every chapter meeting.
- Maintains the local chapter website directory by submitting a current chapter roster to RESA HQ quarterly, and notifying RESA HQ when a new member joins or leaves the chapter.
- Notifies any chapter members who are not current with RESA membership, and encourages them to join or renew their RESA membership in order to remain a local chapter member in good standing.
- Learns and follows Robert's Rules of Order for all board meetings.
- Must actively seek to avoid situations and activities that create an actual or potential conflict between the individual's personal interests and the interests of the organization.
- Ensures inclusivity and creates a safe space for all participants.
- Coordinates efforts with other board members to maximize chapter visibility on social media to current as well as prospective members.
- Assists with succession planning and recruiting for all board members, and with onboarding a successor.
- Participation in RESACON is STRONGLY encouraged as a leadership standard, as well as for personal and professional growth.

Qualifications

Candidates must be a member of RESA in good standing with no ethics violations. Must have a minimum of six months of experience in the real estate staging industry combined with six months of leadership experience (either with RESA leadership or in some other field). Must be comfortable using a spreadsheet. Candidates must be willing to commit to participating in no less than 80% of the local chapter meetings and monthly BOD meetings. Candidates must demonstrate a passion for the industry and a willingness to support RESA's mission, values, and goals for the betterment of the entire industry. This position is a one-year term with a two-year limit.

Local Chapter Treasurer

Responsibilities

- The Treasurer maintains financial compliance for the chapter.
- The treasurer has custody of the funds of the chapter and handles the chapter's banking needs.
- Prepares financial reports for all board meetings and for any other reason as required by law.

- Works closely with the VP of Membership to communicate member dues owed and received.
- Gives receipts for collection of payments, and keeps copy of transactions for the chapter's permanent records.
- The Treasurer is responsible for filing the chapter's tax returns and annual reports with assistance from RESA HQ.
- Learns and follows Robert's Rules of Order for all board meetings.
- Must actively seek to avoid situations and activities that create an actual or potential conflict between the individual's personal interests and the interests of the organization.
- Ensures inclusivity and creates a safe space for all participants.
- Assists with succession planning and recruiting for all board members, and with onboarding a successor.
- Participation in RESACON is STRONGLY encouraged as a leadership standard, as well as for personal and professional growth.

Qualifications

Candidates must be a member of RESA in good standing with no ethics violations. Must have a minimum of six months experience in the real estate staging industry combined with six months of leadership experience (either with RESA leadership or in some other field). Financial experience, and banking experience are a plus. Candidates must be willing to commit to participating in no less than 80% of the local chapter meetings and monthly BOD meetings. Candidates must demonstrate a passion for the industry and a willingness to support RESA's mission, values, and goals for the betterment of the entire industry. This position is a one-year term with a two-year limit.

State/Provincial President

Responsibilities

State/Provincial Presidents provide regular outreach to chapter leaders in their state/province to provide support and to identify & encourage the formation of new chapters.

State/Provincial Presidents demonstrate a passion for the industry and a willingness to support RESA's mission, values, and goals for the betterment of the entire industry.

- Create a strong communication plan (conference calls, in-person meetings, newsletter, etc.) with the chapters in their state/province to reinforce objectives to be met throughout the year.
- Facilitate the sharing of ideas and solutions to issues and challenges faced by local chapters and/or members.
- Observe emerging leadership and encourage new leaders at all levels of the organization.

- Serve as a mentor to local chapters and members.
- Identify and develop a chapter growth plan for their state/province.
- Positioned to be an effective liaison between RESA HQ and the chapters in their state/province.
- Identify and develop industry-related partnerships beneficial to members and chapters in their state/province.
- Ensures inclusivity and creates a safe space for all participants.
- Must actively seek to avoid situations and activities that create an actual or potential conflict between the individual's personal interests and the interests of the organization.
- Assists with succession planning and recruiting for all board members, and with onboarding a successor.
- Participation in RESACON is STRONGLY encouraged as a leadership standard, as well as for personal and professional growth.

Qualifications

To apply for a RESA State/Provincial President position, candidates must be a member of RESA in good standing with no ethics violations, have experience in the real estate staging industry, and have served on the board of a local RESA chapter. Candidates must demonstrate a passion for the industry and a willingness to support RESA's mission, values, and goals for the betterment of the entire industry. This position is a one-year term with a two-year limit. This position must be approved by the national BOD and may be appointed by the BOD. State/Provincial Presidents meet monthly via conference call. "Dual office holding" is not permitted at the local, state, or national level of leadership within RESA.

National Board of Directors

Responsibilities

Board members provide foresight, oversight, and insight to the organization. Board members are the fiduciaries who steer the organization toward a sustainable future by adopting sound, ethical, and legal governance and financial management policies to advance its mission. To these ends, board members:

- Confirm the organization's mission and purpose. It is the board's responsibility to review and reaffirm a statement of mission and purpose that articulates the organization's goals, means, and members served.
- Support and evaluate the chief executive: The board should ensure that the chief executive has the moral and professional support she or he needs to further the organization's goals.
- Ensure effective strategic planning. Board members must actively participate in an overall and ongoing planning process and assist in implementing and monitoring the plan's goals. Priorities include but are not limited to:
 - Collecting and analyzing data related to the organization and the industry environment.

- Evaluating programs and services. It's the board's responsibility to determine which programs and services are consistent with the organization's mission and monitor their effectiveness.
- Protecting the organization's assets and providing proper financial oversight. The board must assist in developing the annual budget, confirm that the organization has adequate resources to advance its mission and to ensure that appropriate financial controls are in place.
- Adopting bylaws as needed.
- Providing oversight and direction to existing committees, and forming new committees as needed.
- Appointing state and provincial presidents.
- Attending board retreats as needed.
- Build and maintain a competent board. Board members have a responsibility to have a succession plan, articulate prerequisites for candidates, recruit and onboard new board members, and periodically and comprehensively evaluate their own performance. To this end, board members agree to promote inclusivity and create a safe place for all participants.
- Ensure full and thorough review and consideration of all matters before the board: Board members must be willing and prepared to make their concerns and opinions known to fellow board members, and/or to the chief executive.
- Must actively seek to avoid situations and activities that create an actual or potential conflict between the individual's personal interests and the interests of the organization.
- Enhance the organization's public standing. The board should clearly articulate the organization's mission, accomplishments, and goals to the public and garner support for the same from its members, the real estate staging and allied industries, and the public at large.
- Participation in RESACON is STRONGLY encouraged as a leadership standard, as well as for personal and professional growth.

Qualifications and Requirements

To apply for a RESA National Board position, candidates must have a minimum of three years' experience in the real estate staging industry, a minimum of three years of membership with RESA, and must have some prior experience serving on a board either for RESA or some other corporation. Candidates must demonstrate a passion for the real estate staging industry, and a desire to advance RESA's mission, values and goals for the betterment of the industry as a whole.

Candidates who self-nominate must be members of RESA in good standing and are elected by the membership. Non-members who can offer a valuable or unique set of skills may be appointed by the BOD at its sole discretion, as stipulated in the bylaws.

Each board position has a three-year term. Board meetings are held monthly by teleconference, with dates and times to be determined at the beginning of each year. Meetings are typically two hours in length and board members should plan for additional time spent preparing for meetings, committee oversight, etc. Only two missed meetings are allowed within a twelve-month period. Directors must be willing to discuss confidential board matters and make decisions as a board when needed (via phone or email) outside of regularly scheduled board meetings. "Dual office holding" is not permitted at the local, state, or national level of leadership within RESA.

Officer positions of the board (Chair, Secretary, Treasurer) will be determined by the board after elections.