



STRATEGIC PLAN 2021-2026

OUR MISSION

To be an industry leader as a trusted resource to our members for professional growth, ethical conduct, and a local advocate for the communities we serve

OUR VISION

REALTORS® valued as a professional resource and respected partner for real estate related activities in our local communities

ENGAGE EDUCATE ADVOCATE COLLABORATE INNOVATE

Engage members with a culture and environment that is inclusive and inviting, offering programs, personal services, products and events that exceed member expectations

Increase and strengthen the skills, professionalism and success of REALTORS® by providing a local real estate school and learning opportunities

Be actively involved in our local communities to support real estate issues, property rights, and promote a positive REALTOR® image

Build strategic partnerships with related industries, associations, government agencies and community organizations

Position members to be leaders in the industry and create a continuity business plan for the organization

Deliver excellent personal member service and support to help members overcome challenges and be successful

Communicate openly and honestly with Brokers and Agents, keeping promises, offering support and honoring commitments in order to build trust

Foster wider adoption of member benefits and retention through the collection of profiles and preference analytics

Offer Members with varied opportunities for relationship building and networking

Create opportunities for members to participate in career path development and continuing education

Review and regularly update the curriculum to stay current with emerging professional development, industry needs and fair housing laws.

Create a hub for educational experiences through exploration, partnerships and innovation

Provide quality instruction utilizing innovative media techniques

Identify and develop talented leaders and offer members an opportunity to assume leadership roles.

Ensure the Association is the recognized “voice” for the real estate industry in our local communities

Ensure members are informed, engaged and ready to address current and emerging real estate issues

Be a comprehensive, reliable source of real estate information for REALTORS®

Promote public policies advancing the local real estate industry, private property rights and diverse housing opportunities

Collaborate as an ally to advocate for diversity, equity, and inclusion in real estate.

Seek collaboration with other organizations to broaden our ability to serve the diverse membership

Partner with other businesses and organizations to help support the foundation of a strong housing market.

Demonstrate the REALTOR® community compassion by working with local charities and causes

Provide MLS tools and services that exceed member expectations while taking a proactive approach to the future of the MLS, and seeking opportunities to better serve the members

Inform members of industry trends, best practices, and current innovation

Implement new technologies to enhance members’ success

Increase non-dues revenues and maximize investment opportunities.