



Strategic Plan 2024 – 2026

Mission: Supporting REALTOR® excellence and serving our communities.

Vision: Dedicated to supporting access to housing, homeownership, and preserving property rights.

Engagement

Facilitate connections between the association, its members, local government, and the public.

REALTOR® Community

Set the tone for engaging the REALTOR® community through effective leadership.

Enhance Communication

Enhance consistent communications and adopt a proactive approach in managing public relations for members & the public.

Value

Effectively communicate our value as REALTORS® and as an Association to increase member awareness and the public understanding of the real estate landscape.

Education & Professionalism

Optimize member engagement, professionalism, and success by delivering pertinent and timely educational topics along with relevant association offerings.

Recognition

Recognize and express appreciation to members for their efforts, contributions, and involvement.

Community Presence

Revise approaches for public service and social responsibility to enhance community presence.

Advocacy

Speak with one voice as the leading advocate for private property rights and real property ownership in our community.

Outreach

Enhance outreach by communicating and engaging with members on legislation and public policy through the facilitation of educational initiatives.

Relationships

Sustain impactful communication by maintaining effective relationships with stakeholders and influencers, such as the public, media, and elected officials.

Influence

Leverage influence in legislative policy development, participate in elections/campaigns, and build coalitions by collaborating with members, groups and the public to advocate for comprehensive solutions in legislative, regulatory, and economic development matters.

Member Engagement & Investment

Promote member engagement through education and active involvement, emphasizing the significance of responding to Calls-for-Action, investing in the REALTOR® Action Fund, participating in various REALTOR® Party programs, and promoting volunteerism.

Culture

Foster a vibrant, approachable, and inclusive community.

D.E.I. Plan

Develop a D.E.I. plan to embrace diversity, equity and inclusion in all programs and services.

Increased Opportunities

Broaden outreach by creating opportunities to engage brokers and members from diverse backgrounds and a variety of perspectives.

Shared Values

Establish a culture centered on shared values by providing meaningful education, effective communication, engaging association events, and valuable technology offerings.

Inclusive REALTOR® Community

Collaborate to build a vibrant, approachable, and inclusive community.

Leadership Development

Develop new leaders to ensure the long-term strength of the association and community.