



STRATEGIC PLAN

SUMMARY | 2018-2021

MISSION

The leading resource and advocate for real estate professionals and the communities we serve.

VISION

Advancing the success of our members and communities.

PROFESSIONALISM	LEADERSHIP	INNOVATION	ADVOCACY	OUTREACH
<p>Enhance professional standards through education, communication and collaboration.</p> <ul style="list-style-type: none"> A. Education B. Professional Standards C. Communication D. Collaboration 	<p>Develop REALTOR® leadership by identifying, educating and providing opportunity and vision.</p> <ul style="list-style-type: none"> A. BOD Committee and CCAR District Liaisons B. Leadership Forums and Programs C. Mentoring and Succession Planning D. Acknowledgement E. Association Excellence 	<p>At the forefront of innovative technology and optimized services for our organization and partners.</p> <ul style="list-style-type: none"> A. Collaboration B. MLS Optimization C. Relevant Data Collection/Utilization and Programs & Services D. Emerging Opportunities and Disruptors E. Technology Application 	<p>The advocate for private property rights and the ability to successfully transact business.</p> <ul style="list-style-type: none"> A. Calls For Action B. REALTOR® Action Fund (RAF) C. Property Rights D. Issues Management E. Grassroots Involvement F. Coalitions 	<p>Promote real estate and serve as a leading resource for the real estate industry.</p> <ul style="list-style-type: none"> A. Member Awareness B. Public and Media Relations C. Information Resource D. Community Involvement