



# 2021-2023 Strategic Plan

By Focusing on Advocacy, Resources, and Education we preserve and advance real estate and communities with those we serve... *We ARE in it for YOU!*

## OUR PRIORITIES

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| <br><b>LEARNING</b> | <br><b>HOUSING</b> | <br><b>PROMOTION</b>   | <br><b>PERFORMANCE</b> | <br><b>ENGAGEMENT</b> |
| <p>Provide education to support tiered and diverse learning preferences</p>                          | <p>Advance advocacy priorities and solutions for housing and real estate opportunities</p>          | <p>Enhance the public profile of REALTORS® and strengthen their position as local real estate experts</p> | <p>Evaluate, refine, and communicate organizational structures, operations, and resources</p>             | <p>Enrich engagement through a Core Service-driven communications and outreach plan</p>                  |

## YOUR BENEFITS

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| <ul style="list-style-type: none"> <li>• Better prepared to provide excellent service to clients</li> <li>• Classes are high quality for virtual and in-person offerings</li> <li>• More qualified/ educated in niche areas</li> <li>• Greater variety of instructors and classes to choose from</li> <li>• More customized, relevant and focused classes and informational resources</li> </ul> | <ul style="list-style-type: none"> <li>• Reduced barriers to homeownership enables more transactions</li> <li>• Increased housing availability and variety for all wage earners you work with</li> <li>• Civic and community knowledge to help you educate clients</li> <li>• Real estate is essential and a priority for elected officials</li> <li>• Data to inform clients about the realities of the market</li> </ul> | <ul style="list-style-type: none"> <li>• Raise the public perception of REALTORS® value beyond the transaction</li> <li>• Greater consumer awareness of the value of having a REALTOR® representing them</li> <li>• Buyers and Sellers are more prepared ahead of the transaction</li> <li>• REALTORS® are respected as community experts beyond housing</li> </ul> | <ul style="list-style-type: none"> <li>• More efficient and valuable utilization of your membership dollars</li> <li>• Quicker responses to your daily needs</li> <li>• A greater understanding of the value offered by the association beyond MLS</li> <li>• More responsive to your feedback and suggestions</li> <li>• Higher quality volunteer opportunities to learn, share, and build relationships</li> </ul> | <ul style="list-style-type: none"> <li>• Quickly and easily access information and services you value most</li> <li>• Increased usage of resources and benefits equals a better return on your membership investment</li> <li>• Communications that match your preferred content and mediums</li> <li>• Greater understanding of opportunities to get involved with your areas of interest</li> </ul> |
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## THE FOUNDATION

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| <b>ADVOCACY</b><br><i>WE WILL: Advocate for homeownership, real estate investment, property rights, fair housing, and a robust economy</i> | <b>RESOURCES</b><br><i>WE WILL: Provide support, technologies, and real estate tools that improve business and communities</i> | <b>EDUCATION</b><br><i>WE WILL: Offer opportunities to increase knowledge, raise professional standards, and foster excellence</i> |
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