



# 2019-2021 Strategic Plan

*Approved October 18, 2018*



# Strategic Framework

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## **VISION** why

Real estate success through ethics, professionalism, and connections.

## **MISSION** how

Bringing Resources to REALTORS®.

## **VALUE PROPOSITION** what

Advocate. Educate. Connect.



## Long-Term Goals

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**Advocate / Goal 1** – Develop legislative initiatives favorable to the real estate profession and private property rights.

**Educate / Goal 2** – Provide resources that address emerging trends, enduring practices, ethics, and professionalism.

**Connect / Goal 3** – Promote the value of REALTORS® and association membership, internally and externally.

**Manage / Goal 4** – Provide the resources, strategies, and structure necessary to properly manage the association.

Value Prop →	Goals →	Strategies →	Tactics in Committee Work Plans for:	NAR Strategic Priorities and Core Standards
<b>Advocate</b> 2019 Focus	1. Develop legislative initiatives favorable to the real estate profession and private property rights.	A – Act and Vote B – Engage C – Invest	Public Policy and RPAC	Redoubling of Efforts in Advocacy and Regulatory Monitoring  Section 2 Advocacy
<b>Educate</b> 2020 Focus	2. Provide resources that address emerging trends, enduring practices, ethics, and professionalism.	A – Ethics and Professionalism B – Classes and Communications	Education and Communications	Enhancing the Member Experience  Section 1 Code of Ethics
<b>Connect</b> 2021 Focus	3. Promote the value of REALTORS® and association membership, internally and externally.	A – Member Outreach B – Leadership Development C – Consumer Outreach	Affiliate, Awards, Gala, YPN, Foundation Board/ROC, Nominating, and Communications	Advance Member and Consumer Communications  Section 3 Consumer Outreach and Section 5 Technology
<b>Manage</b>	4. Provide the resources, strategies, and structure to properly manage the association.	A – Governance Review B – Financial Review	Bylaws and Budget and Finance	NAR’s Role as a Steward of Data (IMLS Directive)  Section 4 Unification Efforts and Section 6 Financial Solvency



# Areas of Focus by Year

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## **2019 / Advocate / Goal 1 – Develop legislative initiatives favorable to the real estate profession and private property rights.**

*Specifically for 2019 and addressed in Goal 1 / Strategy B / Tactic 2...* Develop balanced and non-biased member, consumer, and media relations initiatives related to growth (ideally in partnership with related organizations), advocating for positive, long-term solutions that benefit the community as a whole – residents, members, municipalities, counties, builders, transportation agencies, school boards, neighborhood groups, etc.

## **2020 / Educate / Goal 2 – Provide resources that address emerging trends, enduring practices, ethics, and professionalism.**

*Specifically for 2020...* Focus on changes in technology, business models, and, most importantly, customer expectations of service and access to data. Use BRR's 100-year anniversary as an opportunity to reinforce REALTORS® as long-standing, trusted advocates, showing our impact to date how we've evolved with the consumer and will continue to do so into our second century.

## **2021 / Connect / Goal 3 – Promote the value of REALTORS® and association membership, internally and externally.**

*Specifically for 2021...* Building on the accomplishments of the previous two years, and based on the market conditions at this time, research how consumers' perceptions of REALTORS® have grown or changed, to identify new ways to communicate their value to consumers and the community, as well as the association's value to our members and the community.