



2022-2024 Strategic Plan

Approved August 2021



Strategic Framework

VISION *why*

Real estate success through ethics, professionalism, and connections.

MISSION *how*

Bringing resources to the real estate community.

VALUE PROPOSITION *what*

Advocate. Educate. Connect.



Long-Term Goals

Advocate / Goal 1 – Advocate for policies that benefit private property rights and the quality of life in our communities.

Educate / Goal 2 – Serve as the pinnacle provider of career and professional development resources in real estate, through a focus on emerging trends, industry best practices, and ethical standards.

Connect / Goal 3 – Elevate REALTORS® as local market experts, consumer advocates, and community leaders, as well as connected and resourceful business professionals.

Manage / Goal 4 – Future-proof the association with forward-thinking strategies and structure.

2022-2024 BRR Organizational Alignment Real estate success through ethics, professionalism, and connections.

Value Prop →	Goals →	Strategies →	Assigned to →	NAR Core Standards
Advocate BRR	1 – Advocate for policies that benefit private property rights and the quality of life in our communities.	A – Act B – Vote C – Invest	Public Policy and RPAC	Section 2 Advocacy
Educate BRR and Education Foundation	2 – Serve as the pinnacle provider of career and professional development resources in real estate, through a focus on emerging trends, industry best practices, and ethical standards.	A – Agent- and Affiliate-Focused B – Broker-Focused C – Consumer-Focused D – Instructor- and Leader-Focused	Education, Communications, and County Advisory Groups, Nominating and Elections	Section 1 Code of Ethics
Connect BRR, IMLS, and Community Foundation	3 – Elevate REALTORS® as local market experts, consumer advocates, and community leaders, as well as connected and resourceful business professionals.	A – Market Intelligence B – Networking and Connections C – Members Benefits	Communications, Affiliate, and County Advisory Groups, Gala and Awards, YPN, ROC	Section 3 Consumer Outreach and Section 5 Technology
Manage BRR	4 – Future-proof the association with forward-thinking strategies and structure.	A – Strategic Planning B – Financial Responsibility C – Staff Development	Bylaws and Governance, Executive, Finance, Nominating and Elections	Section 4 Unification Efforts and Section 6 Financial Solvency