



Strategic Plan

Mission: To be the regional Voice for Real Estate and to provide services and education to further our member's professionalism



Advocacy

Engage our members to maximize the effectiveness of the association's advocacy efforts.

Strategic Goals:

- Educate our members on our policy positions and how they impact consumers and REALTORS®.
- Develop meaningful relationships with local officials.
- Seek opportunities to create coalitions with other organizations in the community to help advance our advocacy efforts.
- Educate members on the value of RPAC.
- Advocate for and promote fair housing initiatives that support diversity, equality, and inclusionary efforts.
- Be the **VOICE for Real Estate** for the communities we serve.



Consumer Outreach

Be the real estate resource for promoting the value that REALTORS® bring to a real estate transaction and to the community that we serve.

Strategic Goals:

- Brand Promotion: Communicate and educate the value of the REALTOR® brand to the consumer.
- Expand partnerships and involvement in the community to showcase the value of REALTORS®.
- Showcase the knowledge and market expertise that the REALTORS® provide to the community.
- Promote the value of the Clinton County Board of REALTORS® as a professional and diverse association.
- Utilize data resources and information that the consumer expects to know about real estate and the market.



Member Services and Engagement

Increase knowledge and value of member services and create a member experience which enhances the relevance of the association.

Strategic Goals:

- Engage members through high-value in-person and virtual opportunities.
- Educate members on opportunities and services provided by our National & State Associations which further help to reinforce the value of our Local organizations to the membership.
- Identify and develop future leaders for the organization and for the State & National associations to enhance the diversity of our leadership.
- Identify opportunities to utilize new products and technologies to value added provide services to the membership.



Professionalism & Education

Be a valued resource for developing competency and professionalism among REALTORS.

Strategic Goals:

- Provide professional development opportunities to enhance success that elevate job performance, professionalism and competence.
- Be a resource for advancing member technology knowledge to better meet consumer expectations.
- Address and promote the importance of professionalism to define who we "R".
- Utilize cooperative partnerships for offering designation, certification and skills-based programs to engage more members in education opportunities.
- Work with the State Association to provide GRI Courses for our members.