



# 2021-2023 Strategic Plan

## Our Mission

**To advance the success of our REALTOR® members and protect private property rights.**

## Our Vision

*To be the trusted voice for real estate by providing value to our members and our community we serve.*

## Our Values

**Honesty:** We promote an industry of truthful behavior amongst all business, consumer, and community interactions with the highest level of integrity.

**Ethics:** We support diversity, equity and inclusion, fair housing, abide by the National Association of REALTORS® “Code of Ethics” and are proud to share that with our clientele.

**Education:** We recognize that real estate is an ever-changing industry and pride ourselves on continuing our education to be knowledgeable professionals within our field.

**Professionalism:** We possess the competence and skill set to represent ourselves and our clientele in the highest of standards.

### Membership Value

Enhance the value of membership by providing resources to support the success of our REALTOR® members.

- \*Provide professional development opportunities by offering educational programs and/or classes and encourage designations/certifications/C2EX endorsement.
- \*Keep members informed regularly of new changes, policies, risk management, safety, etc. through multiple communication channels.
- \*Be forward thinking in researching and investing in new technology and resources.

### Professional Standards

Support DEI (diversity, equity and inclusion) and fair housing and provide professional standards resources.

- \*Raise awareness and foster a culture where DEI and fair housing are integrated in our core values and volunteer leadership.
- \*Provide professionals standards training opportunities to our committees and BOD to maintain the highest level of competence.
- \*Provide ethics complaints, arbitration requests, mediation and related information to members and consumers.

### Consumer Outreach

Be involved and invested in our community and be the trusted “Voice for Real Estate” in our market.

- \*Increase participation in fundraising and sponsorship, and establish relationships with other community organizations, charities, local government, etc. to show MLBOR as a supporting business entity in our community and enhance the REALTOR® image.
- \*Promote DEI, fair housing, homeownership, market statistics, real estate trends, advocacy issues and the importance in using a REALTOR® across diverse media channels.

### Advocacy

Support the REALTOR® Party’s “Vote, Act, Invest” goals and be the premier public policy advocate.

- \*Engage, educate, and improve legislative participation and relationships in our local government, etc. on decisions and actions that impact real estate and private property rights.
- \*Increase RPAC contributions & encourage all BOD members to lead by example and contribute.
- \*Increase participation in Calls for Action & Red Alerts.
- \*Sponsor/Host events (i.e. candidate debates, interviews, local issues, etc.).

### Association Excellence

Sustain a model association through member engagement and involvement, leadership, and resources.

- \*Encourage leadership, BOD, and staff to attend meetings and training opportunities to increase their ability to provide excellence to our association.
- \*Improve affiliate membership program and increase participation.
- \*Improve committee efficiency, engagement, and participation.
- \*Identify and develop future leaders and encourage members to take an active role by joining the BOD and/or working on a committee or task force.