



# 2021-2024 Strategic Plan

## MISSION

Provide our members with Innovative Services, Information and Advocacy enabling them to grow and prosper.

## VISION

To have all members conduct their business with the highest ethical standards and professionalism, receive value from and participate in Board membership. To safeguard and promote the interest of REALTORS®, preserve private property rights and influence the industry.

## VALUES

Professionalism, Community, Diversity, Inclusion

## LONG TERM GOALS:

### **Member Services / Engagement / Leadership**

To have members who are knowledgeable, skilled and successful in every aspect of their business, increase their understanding of the value of MCBOR and its services, and create opportunities for strong leadership development. To educate on services provided, activities, and social opportunities and encourage participation within the Association. To identify and recruit future leaders and encourage Broker Involvement

### **Education/ Professionalism**

Have knowledgeable, skilled and successful members who conduct their business with the highest level of professionalism and ethical standards.

### **Outreach**

Contribute to the health and welfare of our community, and the value of REALTORS® is understood in and to the community. Promote charitable involvement.

### **Advocacy**

Be the political voice in our service area to ensure the laws and regulations are conducive to the success of our members and to be the voice for the protection private property rights.

### **Diversity**

Recognize and embrace the value and importance of cultural diversity within the membership and communities that we serve.

**To build and maintain a fiscally sound and responsible organization with the capacity to achieve its mission and vision.**

# Medina County Board of REALTORS®

## Long Term Goals

### 1. MEMBER SERVICES/ENGAGEMENT/LEADERSHIP

Increase members understanding of the value of MCBOR and its services and create opportunities for strong leadership development.

***We will:***

- Educate members on services we provide
- Encourage member participation and Broker involvement
- Provide events and activities for networking and social opportunities
- Identify and recruit future leaders
- Deliver useful and relevant information

### 2. EDUCATION/PROFESSIONALISM

Have knowledgeable, skilled, and successful members who conduct their business with the highest level of professionalism and ethical standards.

***We will:***

- Prioritize education of our members on ethics and professionalism
- Provide professional standards services
- Provide education including continuing education credits and professional development

### 3. OUTREACH

Contribute to the health and welfare of our community, and the value of REALTORS® is understood in and to the community.

***We will:***

- Be the Voice of Real Estate through statistics, homeownership tips and advocacy issues
- Engage in community outreach activities
- Promote charitable involvement
- Research and utilize grant programs with NAR

### 4. ADVOCACY

Be the political voice in our service area to ensure the laws and regulations are conducive to the success of our members and to be the voice for the protection private property rights.

***We will:***

- Develop and maintain relationships with area elected officials
- Educate members and the public about issues and efforts of the Association
- Educate members on the value of RPAC and its impact
- Offer programs that improve awareness of Fair Housing

### 5. DIVERSITY

Recognize and embrace the value and importance of cultural diversity within the membership and communities that we serve.

***We will:***

- Identify and promote opportunities to address Diversity, Equity, and Inclusion
- Identify and promote opportunities to address Fair Housing