



Charlotte Regional **Realtor**® Association

2011 Strategic Actions: Goals and Objectives

Vision: Charlotte Regional Realtor® Association leads, educates and equips members to be productive.

I. Brokers: Members are productive and professional.

- A. Educate members on the value a Realtor® brings to their clients.
- B. Identify and develop future association leaders.
- C. Provide and explore resources to help Realtors® maximize efficiency.
- D. Explore education and/or higher-education standards to be a member.
- E. Encourage Realtors® to support the Code of Ethics and mediate violations.

II. Brokers-in-Charge: Brokers-in-charge (BICs) are equipped to provide services to members.

- A. Encourage problem resolution between Realtors®.
- B. Educate BICs regarding industry trends.
- C. Provide, enhance and improve communication channels.
- D. Question/challenge everything we do (policies, processes, structure).

III. Consumers: Consumers value Realtors® as the primary source of all real estate information and services.

- A. Position Realtors® as leaders in the community to affect a better quality of life for our region.
- B. Define the role of a Realtor® and Focus and understand the client.
- C. Promote “Why to Use a Realtor®” and the Mingle School of Real Estate.

IV. Government: Government decisions are positively influenced by Realtors® for the industry and consumers.

- A. Proactively monitor, advocate and defend the association’s position on legal and regulatory issues.
- B. Increase involvement in political, regulatory and legislative arenas.
- C. Provide ways for Realtors® to *educate themselves* about government issues.
- D. Educate members on legal and regulatory issues facing the industry, the association and members.

V. CMLS/Information Technology/Data Distribution: Members have accurate data, uniform standards, efficiency and cooperation/compensation.

- A. Embrace and integrate new technologies for members and consumers.
- B. Provide information on trends in the industry.
- C. Assess member needs while determining value.
- D. Move forward on collaborative efforts that will result in member access to all CMLS data that they will need for their business.
- E. Monitor Realtors® Property Resource and other national initiatives before determining how CMLS will participate.

VI. Financial Stability: Association continues to be financially stable.

- A. Explore options on redevelopment of five+ acres.
- B. Monitor cash flow of association.
- C. Explore incentives for maintaining association membership.
- D. Pursue additional non-dues revenue.
- E. Explore and implement any and all cost saving measures

Note: Action Areas/Objectives are not in priority order.