



Vision: "To lead, educate and equip members to be productive."

Strategic Actions: Goals and Objectives

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

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

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. Encourage Realtors® to support the NAR Code of Ethics and Standards of Excellence, the Ombudsman Program and mediation for dispute resolution.
- E. Educate members on the services and benefits they are currently receiving, and survey them for input on future services and benefits.
- F. Provide members with top-quality education and training programs that enhance professionalism.

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

- A. Encourage dispute resolution between Realtors® when there is conflict between agents and firms.
- B. Promote cooperation and compensation between firms.
- C. Educate BICs regarding industry trends.
- D. Continue to provide, enhance and improve communication channels.

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

- A. Tell "our story/what Realtors® do" better and more often by providing resources and funding for the ongoing conversation with the consumer public about why they should use a Realtor®, the value of the MLS to consumers and the membership, and the work the Foundation and the Association do in the community protecting homeowners, housing and homeownership, (using all available means including Realtor® Reflections, Weekly News, eHeadlines, social media, etc.)
- B. Promote the Mingle School of Real Estate as the official school of the Charlotte Regional Realtor® Association.
- C. Position Realtors® as leaders in the community to affect a better quality of life for our region, and take a leadership role in promoting Realtors® in the community.
- D. Continuously provide education and information to support Realtor® positions and principles.
- E. Provide the most trustworthy, timely, accurate and complete property data feasible.
- F. Operate as a portal that is consistent with the Fair Display Guidelines, and drive traffic to the brokers and agents.
- G. Provide Realtors® with the information and tools they need to educate their buyers and sellers about the true value of the Realtor® data.

IV. Government and Advocacy: 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, legislative and community partner arenas.
- C. Provide ways for Realtors® to *educate themselves* about government issues, environmental sustainability and energy-efficiency issues.
- D. Educate members on legal and regulatory issues facing the industry, the Association and members.
- E. Educate and advocate on behalf of members, the consumer public and property owners on critical legislative and public policy issues such as homelessness, affordable housing, fair housing and homeownership.

V. CarolinaMLS: Member Participants (firms) and Subscribers have accurate and timely data, uniform standards, efficiency and cooperation/compensation.

- A. Offer technologies and tools that members identify (through surveys and other means) that integrate with the data and/or make the transactions more efficient.
- B. Provide and protect the most trustworthy, timely, accurate and complete property data possible.
- C. Strategically plan and budget for expansion/regionalization.
- D. Identify business models and governance changes needed to achieve expansion/ regionalization.
- E. Identify products/services for subscribers doing transactions that complement products and services of the firms, and make the products/services available à la carte or to all subscribers equally where possible.
- F. Monitor and/or participate in industry initiatives, organizations and efforts (e.g. Council of MLSs, MLS Technology Platform, RESO, Upstream, Broker Portal) and educate subscribers on trends and changes in the industry.
- G. Maintain CarolinaMLS policies and rules to ensure they are appropriate for the current business environment.
- H. Develop a brand strategy as we regionalize that establishes the MLS value proposition: how it benefits consumers, what MLS is and what MLS is not (e.g. not a public utility).

VI. Association Operations and Financial Stability: Association, Foundation and CarolinaMLS continue to be financially stable.

- A. Monitor cash flow and seek ways to improve financial performance.
- B. Monitor, review and update Investment Strategy and Reserve Policies on a regular basis.
- C. Explore incentives for maintaining Association membership during downturns.
- D. Continue to search for non-dues revenue.
- E. Continue to explore and implement cost-saving measures.
- F. Adhere to a model of continuous improvement in all operational areas.
- G. Consider NAR Core Standards to be minimum requirements, and seek to exceed them in all areas.
- H. Engage a branding firm to develop a cohesive brand for the organization that takes advantage of impending regionalization and the new headquarters building.