

2019-2020 SCCAR Strategic Plan

MISSION

Fostering a collaborative community that enhances professionalism and integrity while advocating for home ownership, housing and private property rights.

1. One voice Advocacy for REALTORS®

Energize our members on issues that affect private property rights, home ownership and the REALTOR® Party

Create and maintain an RAF "Wall of Fame" for members who contribute at and above \$148

Recognize Centennial members as VIPs with perks and at events

Utilize Board of Directors for 3 minutes once a month at the tour meetings to communicate information to membership

Increase attendance to 35 members at Legislative Day by providing a bus ride

Create vehicles that support REALTOR® Party goals by completing two initiatives that support: Vote, Act, Invest

2. Education & Professionalism

Engage members to maximize their participation by delivering superior tools, opportunities and resources

Provide weekly member outreach to make sure SCCAR members know it is all about them

Track member engagement finding future Directors and Committee Members to "replace ourselves".

Utilize streaming video technology to expand educational offerings to remote participants

Offer "Become a Broker Class" to increase Broker Licenses by 10% in 3 years

Offer SCCAR Leadership Training Institute to foster future leaders

3. Consumer Outreach

Increase public understanding of the value and contribution of REALTORS® within our community

Encourage members to be visible in the community as REALTORS®

Establish a hashtag to cull all REALTOR® office and individual charity activities

Increase member "likes" on our facebook page by 150 over the next 2 years

Build up a library of articles about member community participation for use in press releases and other media outlets

Expand dissemination of current monthly market updates

VALUES

- Integrity, trust and commitment to our members and our community
- Ethical, visionary, professional and solution-based
- Service, knowledge, respect, dependable and consensus building



VISION

Preparing REALTORS® for Tomorrow