



2021 - 2023

MISSION: Fostering a collaborative community that enhances professionalism and integrity while advocating for home ownership, housing and private property rights. **VISION:** Preparing REALTORS® for Tomorrow. [Success?]

ADVOCACY Mobilize REALTORS® on issues that affect property rights, home ownership and the REALTOR® Party.	PROFESSIONALISM Delivery superior education to uphold standards of excellence.	COMMUNITY Enhance public awareness of the contributions of REALTORS® within our community.	SERVICE Provide opportunities and events, tools and services to support the success of REALTORS®.	LEADERSHIP Position SCCAR as a dynamic professional association with dedicated leaders and resources.
✓ Local Government – Increase awareness of issues and involvement. Maintain relations with local regulators.	✓ Education - Keep education current, specially responding to impact of the pandemic.	✓ Community Relations - Position SCCAR as a force in community relations with SCCAR and REALTORS® involvement.	✓ Value - Provide tools and services to members accessible exclusively from SCCAR. Promote value of CAR and NAR.	✓ Leadership Roles - Increase involvement of members in volunteer roles to reduce reliance on staff. Pipeline of future leaders.
✓ State and National Government Relations -Lend support for state and national legislative efforts.	✓ Tech Support - Provide technology discounts and support through SCCAR	✓ Public Awareness - Educate the community and allied professionals about real estate and housing.	✓ MLS - Maintain integrity of the MLS and support for members' needs.	✓ Strategic Plan – Inform all stakeholders (internal and external) of the goals and progress of our strategic plan. Members should have ways to be involved in the plan.
✓ Grassroots Advocacy - Engage members in local government and RPAC	✓ Ethics – Ensure members are versed and compliant with Code of Ethics.	✓ Housing Foundation – Improve awareness and increase member support.	✓ Weekly Tours - Continue weekly Tour Meetings.	✓ Professional Staffing – Rely on members for volunteer activities and less on our staff.
✓ Building and Permitting – Influence public policy to support streamlined growth.	✓ Professional Standards – Maintain mechanisms for grievance and professional standards.	✓ Fair Housing and Equal Opportunity – Initiate programs that improve awareness of fair housing for members and public.	✓ Diversity - Ensure SCCAR promotes diversity, equity and inclusion.	✓ Performance – Rely on performance metrics to track progress on mission and goals.
✓ Political Action – Engage members in RAF and RPAC.			✓ Growth – Identify potential members and “ask.”	

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