

2021-2023 SCCAR STRATEGIC PLAN

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

VISION: Preparing REALTORS® for a Successful Tomorrow.



ADVOCACY

Mobilize REALTORS® on issues that affect private property rights, home ownership and the REALTOR® Party.



GOALS:

- 1. Government Relations** - Continue outreach to local officials on housing and real estate issues through LGR and LCRC Committees. Connect members and officials quarterly on fair housing, permitting and zoning issues.
- 2. State and National Alignment** – Collaborate with C.A.R. and NAR to leverage resources and lend support.
- 3. Grassroots Member Engagement** – Increase monthly LGR Committee attendance to 25 members within 12 months. Utilize call-to-action and policy alerts to mobilize membership; offer yearly training on how to be appointed or elected to public boards and councils.
- 4. Fair Housing and Equal Opportunity** – Initiate two classes and one program each year focused on fair housing and public policy issues elevating community, government and members understanding.
- 5. Political Action Committees** – Engage members in RAF, recognizing them with the Wall of Fame and Centennial members; surpass the 38% market share reported by C.A.R.

VALUES

Integrity, trust and commitment to our members and our community

Ethical, visionary, professional, and solution-based

Service, knowledge, respect, dependable and consensus building

Celebrating diversity and promoting inclusivity.

MEMBER SERVICE

Provide opportunities and events, tools, and services to support the success of REALTORS®.



GOALS:

- 1. Value** – Identify and provide the tools and services supporting success. Promote access to CAR and NAR resources.
- 2. Broker Relations** – Increase outreach to brokers, encouraging their involvement in leadership and input.
- 3. MLS** – Maintain the integrity of the MLS, providing support and training.
- 4. Member Involvement** – Continue membership growth trend by being the essential resource for REALTORS® and affiliates. Provide opportunities for engagement.
- 5. Committee Engagement** – Position committees as opportunities for members to engage in the association and to network.

COMMUNITY

Enhance public awareness of the contributions of REALTORS® within our community.



GOALS:

- 1. Community Service** – Position SCCAR and REALTORS® as a force in community relations through special projects and promotions related to contributing time, resources, and expertise.
- 2. REALTORS® CARE** – Improve the public image and awareness of how members contribute through volunteer service and leadership. Utilize traditional media, social media, and potential advertising.
- 3. Housing Foundation** – Increase awareness and use of the Foundation supporting its purpose regarding first time home buyer assistance.

LEADERSHIP

Position SCCAR as a dynamic professional association with dedicated leaders and resources.



GOALS:

- 1. Leadership** – Maintain the development of a great leadership team including volunteers and professional staffing.
- 2. Diversity, Equity, and Inclusion** – Integrate the principles of diversity in every aspect of the association.
- 3. Strategic Plan** – Rely on the strategic plan to drive association work, adding metrics and accountability, and keeping members informed.
- 4. Financial Stewardship** – Be excellent stewards of the association's finances, real and intellectual property.
- 5. Tours** - Tour meetings to be hosted by a board of director.

PROFESSIONALISM

Deliver superior education to uphold standards of excellence.



GOALS:

- 1. Education** – Deliver relevant education through the pandemic and beyond, using multiple delivery platforms.
- 2. Ethics and Diversity** - Ensure that members are versed and compliant with the NAR Code of Ethics, Fairhaven, C2EX and have training in diversity, equality and inclusion.
- 3. Grievance Process** – Explore ways to process grievances before they reach the formal filing.