



## 2010 - 2012 STRATEGIC PLAN

### INTRODUCTION

The Strategic Plan is to provide focus and direction for the organization in accomplishing its vision and mission. The Plan serves as a “living” document that is relevant, dynamic, evolving, flexible, realistic, and achievable. Programs and services will be initiated with reference to the Strategic Plan and success should be measurable. The GCAAR Plan needs to establish local GCAAR strategic objectives pertinent to our membership and the regional political, economic and social environment in which we operate. The Plan is expected to be reviewed and updated on an annual or bi-annual basis after initial development.

### CORE VISION & MISSION

#### **Vision**

Through collective efforts with the state and national associations of REALTORS®, GCAAR’s vision is to be the leading local real estate organization that provides outstanding value and exceptional service to our members and communities, while expecting the highest level of professionalism.

#### **Mission**

- We are the local voice for real estate. We promote and protect private property rights and the right to own, use, and transfer real property.
- We advocate professional and ethical service to the public and members.
- We provide the resources for members to succeed.

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## **CORE OBJECTIVE: SERVE AS THE LOCAL VOICE FOR REAL ESTATE**

### **Focus: Government Affairs**

- Promote and protect private property rights and the right to own, use, and transfer real property on local level
- Coordinate with state and national level REALTOR® associations to advocate for legislative initiatives supporting the real estate industry and our members
- Communicate local, state, and national real estate industry issues to GCAAR's members and to their clients
- Rally GCAAR members to voice support for REALTOR® positions on legislative issues
- Support elected officials and candidates who can influence the outcome for REALTOR® issues

### **Focus: Public Affairs**

- Provide timely and accurate information on local real estate market to the public through the media
- Promote open communication with media to ensure REALTOR® position is presented fairly to the public
- Promote benefits of homeownership to the public

### **Focus: Community Affairs**

- Encourage REALTORS® to volunteer and become involved with organizations that support housing opportunities
- Support affordable and fair housing initiatives
- Promote REALTORS® as part of the community
- Provide financial support to housing related charities through the GCAAR Cares fund

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## **CORE OBJECTIVE: PROMOTE PROFESSIONALISM**

- Educate members on NAR Code of Ethics, professional courtesy, and best practices
  - Enforce the Code of Ethics
  - Provide arena for members to resolve grievances
  - Promote professional image of REALTORS®
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## **CORE OBJECTIVE: PROVIDE THE RESOURCES FOR MEMBERS TO SUCCEED**

### **Focus: Provide Basic Business Tools**

- Provide education required to renew licenses in MD & DC
- Provide lockbox services
- Provide forms required for a real estate transaction
- Provide business supplies available in the Association REALTOR® Stores
- Facilitate access to MLS services
- Provide our members with industry/market information
- Provide networking opportunities
- Look for new products and services to support our members

### **Focus: Provide Tools to Help Members Advance their Careers**

- Sponsor advanced education courses
- Provide information on specific market segments

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## **CORE OBJECTIVE: MAINTAIN ORGANIZATION SUFFICIENT TO FULFILL MISSION**

### **Focus: Financial Resources**

- Protect the financial viability of the organization through oversight of budgets and the management of adequate reserves

### **Focus: Human Resources**

- Develop and train new industry volunteers to be future leaders
- Maintain sufficient staff and expertise
- Establish and maintain volunteer committees as required by bylaws and as needed

### **Focus: Capital Resources**

- Maintain sufficient office space to serve members and house staff
- Maintain internal office systems

### **Focus: Inter-Association Relationships**

- Maintain beneficial relationships with other local, state, and National Associations of REALTORS®

### **Focus: Membership**

- Inform members of their benefits
  - Thank members for their membership
  - Strive for greater diversity of our membership
  - Recognize members for outstanding service to the industry and the Association
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