



2024 STRATEGIC PLAN

Our Mission:

The Northeast Central Association of REALTORS® advocates for real property rights, for the communities in which we serve, delivers educational and risk management programs and connects our members through various media and events.

Goal #1 ADVOCATE	Goal #2 LEAD	Goal #3 ENGAGE
<p>Serve as a strong voice and advocate for property rights, as well as fair housing and homeownership.</p>	<p>Develop and maintain essential leadership and resources to drive our mission and achieve our goals.</p>	<p>Enhance the member experience through education, benefits, and services that support their success.</p>
STRATEGIES		
<ul style="list-style-type: none"> ● Increase member involvement in real estate policy advocacy by publicizing and encouraging participation in Call-For-Action and other grassroots involvement. ● Become recognized by our members, public officials, the public, and the media as a local advocate for private property rights. ● Promote REALTOR® involvement in government affairs on a local, state, and national level. ● Expand RPAC involvement through education, awareness, and annual RPAC events and fundraisers. 	<ul style="list-style-type: none"> ● Recruit and prepare leadership that represents the diverse interests of the members. ● Convey goals and hold leadership and committees responsible. ● Be excellent stewards of NECAR assets, including financial, real property, and intellectual property. ● Commit to continuous professional development and education. ● Review and update (as needed) governance documents, including the bylaws, policy manual, MLS rules and regulations, and strategic plan. 	<ul style="list-style-type: none"> ● Increase membership participation and provide professional development opportunities to members, such as CE trainings and lunch & learns. ● Improve communication and engagement by leveraging various channels of technology. ● Promote NAR, MAR, and NECAR benefits such as forms access, Legal Line, discounts, networking opportunities, etc. ● Conduct an annual survey of membership regarding satisfaction and set benchmarks based on the results.