



## 2025 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.

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