2026 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	Goal #2	Goal #3
ADVOCATE	**LEAD**	**ENGAGE**
Serve as a strong voice and advocate for property rights, as well as fair housing and homeownership.	**Develop and maintain essential leadership and resources to drive our mission and achieve our goals.**	**Enhance the member experience through education, benefits, and services that support their success.**
STRATEGIES		
• 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.	• 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.	• 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.