2027 – 2029 STRATEGIC PLAN

Our Mission *| Dedicated to the advancement of North Carolina's REALTORS® and their communities.*

CORE VALUES

Innovation **Influence**
Integrity **Inclusivity**

COLLABORATIVE

Build and strengthen strategic partnerships to create a cohesive, responsive, and unified statewide REALTOR® framework.

We Will:

1. Deepen collaboration with local associations through regular outreach and coordinated service delivery
2. Strengthen industry relationships with relevant providers and partners to support member services and emerging industry needs
3. Improve coordination among committees and leadership to reduce silos and increase responsiveness
4. Use broader member and stakeholder input to strengthen strategy development

PREPARED

Position the association and its members to anticipate, assess, and thoughtfully respond to legal, regulatory, legislative, technology, and market needs.

We Will:

1. Strengthen and maintain proactive risk monitoring and contingency planning structures
2. Expand risk management resources for members, staff, and local associations
3. Explore responsible AI tools, education, policy guidance, and implementation safeguards for members and staff
4. Develop training and educational resources that help protect members from antitrust, regulatory, legislative and technology risks

INFLUENTIAL

Proactively advance real estate interests through political advocacy, policy leadership, stakeholder collaboration, and statewide and local member mobilization.

We Will:

1. Lead advocacy efforts that advance housing opportunity, protect private property rights, and promote economic growth
2. Increase statewide member investment and participation in RPAC, grassroots mobilization, and legislative engagement
3. Enhance leadership role in regulatory and legislative actions affecting REALTOR® business practices
4. Continue investing in advocacy tools and communication strategies that strengthen NC REALTORS®' policy reach and member engagement

FOCUSED

Create a nimble, high-performing organization that aligns resources, leadership, and decision-making with strategic priorities.

We Will:

1. Conduct regular reviews of committees, meetings, programs, and investments to ensure strategic relevance and measurable return
2. Strengthen volunteer leadership roles to encourage two-way engagement channels between members and the association and expand member feedback opportunities.
3. Strengthen governance through improved onboarding, reporting expectations and accountability standards

INTEGRAL

Amplify the voice of real estate to promote trust in the REALTOR® brand, communicate member value, and reinforce relevance to consumers.

We Will:

1. Reinforce a powerful REALTOR® value narrative for both members and consumers
2. Strengthen communication strategies that clearly connect association actions to member value and organizational impact
3. Improve the relevance of communications, education, and programs through audience-focused delivery tailored to member specialties and constituencies
4. Equip volunteer leaders and local associations with sharable communication resources that amplify professionalism, consumer trust, and REALTOR® value

NC REALTORS® | 4511 WEYBRIDGE LANE, GREENSBORO, NC 27407 | 336.294.1415 | NCREALTORS.ORG