

COLLABORATIVE

Collaborate with local associations and other stakeholders to identify short and long-term strategies to ensure a functional, cohesive, and sustainable framework to meet the needs of members.



- We Will:**
1. Seek input from local associations regarding needs that NC REALTORS® can address
 2. Identify partnership opportunities with local associations
 3. Inform and support local associations with legal developments and their implications
 4. Strengthen relationships with coalition partners to advance our public policy objectives
 5. Improve allied industry group collaboration
 6. Seek opportunities to improve inter-committee communication and coordination
 7. Include diverse voices to ensure we represent the varied experiences and perspectives of our members

PREPARED

Position the association to respond to industry changes.



- We Will:**
1. Strengthen awareness of the value of belonging to NC REALTORS®
 2. Contextualize the legal developments and their implications for members, NC REALTORS®, and local associations
 3. Equip members and local associations with tools that amplify our message
 4. Investigate contingency plans to address legal developments

INFLUENTIAL

Increase our political influence to aggressively advance real estate interests through advocacy, political action, and consumer and member engagement.



- We Will:**
1. Eliminate barriers to housing availability and encourage housing production
 2. Continue Fair Housing initiatives to ensure all North Carolinians have access to property ownership
 3. Increase active member participation in advocacy and strive for full membership investment in RPAC and/or Corporate Ally Program
 4. Invest in technology and programs that will enhance our advocacy performance
 5. Promote job growth and economic development
 6. Be THE voice of Real Estate

FOCUSED

Consolidate and streamline committees, programs, and services to remain relevant and responsive to member needs.



- We Will:**
1. Conduct an enterprise-wide assessment to ensure consistency and clarity
 2. Review the contribution and relevance of each committee
 3. Ensure alignment of programs and activities with the strategic plan
 4. Use metrics to evaluate return on investment
 5. Identify and discontinue obsolete programs and services

INTEGRAL

Become the leader in member messaging on the value of the REALTOR® to our members' clients and customers.



- We Will:**
1. Define and amplify the value of the REALTOR®
 2. Equip REALTORS® with the tools and messages to articulate their value to consumers
 3. Provide resources that help enhance member professionalism and skill
 4. Address the needs and interests of key member constituencies
 5. Spotlight how REALTORS® serve and strengthen their communities
 6. Understand the demographics of North Carolina and how they are reflected in the association and the consumers REALTORS® serve