



2021-2023 Strategic Plan

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

Our Core Values: We create programs and serve members based on four core values:

- Innovation
- Influence
- Integrity
- Inclusivity

Advocate

Aggressively advance real estate interests through advocacy, political action, and consumer and member engagement.

We Will:

- Be THE voice of Real Estate
- Strengthen the culture of advocacy among all local associations and members
- Strive for full membership investment in RPAC and/or Corporate Ally Program
- Promote job growth and economic development
- Eliminate barriers to housing availability

Elevate

Promote professionalism, successful business practices and quality transactions.

We Will:

- Revamp professional development to maximize relevancy and reach
- Deploy interactive, practical risk management tools and resources
- Enhance opportunities to exchange information and knowledge with and among members

Engage

Provide value through relevant solutions to meet the needs and challenges of members.

We Will:

- Address the needs of BICs, Commercial practitioners, and other key constituencies
- Increase awareness and use of state association benefits throughout the lifetime of membership
- Cultivate current and future leaders to ensure the long-term sustainability of our association

Impact

Build vibrant, diverse communities and enhance the quality of life in North Carolina.

We Will:

- Demonstrate the integral role of REALTORS®
- Support equal opportunities for home ownership
- Champion the community-focused initiatives of the Housing Foundation
- Spotlight how REALTORS® serve and strengthen their communities