



# Bryan-College Station Regional Association of REALTORS®

## 2021-22 Strategic Plan

**Mission:** *The Bryan-College Station Regional Association of REALTORS® is a trusted resource for our members' success and an advocate for the communities we serve.*



### Advocacy

*Engage our members to maximize the effectiveness of the association's advocacy efforts.*

#### Strategic Goals:

- Educate our members on our policy positions and how they impact consumers and REALTORS®.
- Develop meaningful relationships with local officials.
- Create processes for developing, communicating and effectively advocating public policy positions to members and consumers.
- Seek opportunities to create coalitions with other organizations in the community to help advance our advocacy efforts.
- Educate members on the value of TREPAC and its impact on the community and their businesses.
- Advocate for and promote fair housing initiatives that support expansion of diversity and inclusionary efforts.



### Consumer Outreach

*Be the real estate resource for promoting the value that REALTORS® bring to a real estate transaction and to the community that we serve.*

#### Strategic Goals:

- Brand Promotion: Communicate and educate the value of the REALTOR® brand to the consumer.
- Expand partnerships and involvement in the community to showcase the value of REALTORS®.
- Showcase the knowledge and market expertise that the REALTORS® provide to the community.
- Promote the Bryan-College Station Regional Association of REALTORS® as a professional and diverse association that serves the REALTOR® community.
- Utilize data resources and information that the consumer expects to know about real estate and the market.



### Member Services and Engagement

*Increase knowledge and value of member services and create a member experience which enhances the relevance of the association.*

#### Strategic Goals:

- Engage with members through high-value in-person and virtual opportunities to encourage involvement.
- Educate members on opportunities and services provided by the association to promote the value of membership in the association.
- Identify and develop future leaders for the association to enhance innovation and the diversity of our leadership.
- Promote the value of our MLS to REALTORS® and consumers as a resource with local and rural expertise.
- Identify opportunities to utilize new products and technologies to provide services.



### Professionalism & Education

*Be a valued resource for developing competency and professionalism among REALTORS.*

#### Strategic Goals:

- Provide professional development opportunities to enhance success that elevate job performance, professionalism and competence.
- Be a resource for advancing REALTOR® technology knowledge to better meet expectations of consumers.
- Address and promote the importance of professionalism to define who we are.
- Provide multiple methods for the delivery of professional development opportunities.
- Utilize cooperative partnerships for offering designation, certification and skills-based programs to engage more members in education opportunities.