

Charlottesville Area Association of Realtors Strategic Plan 2012-2014

Our **VISION** is that REALTORS® add indispensable value to every real estate transaction.

Our **MISSION** is to help REALTOR® members be more professional, ethical and profitable.

We offer our members the following **VALUE PROPOSITION**:

CAAR is a Community of Competent and Ethical Professionals

We advocate effectively for our members' businesses and for private property rights

We create and enhance relationships with the Charlottesville community and the industry to build public trust in and respect for our members

We deliver information and data to our members and offer learning opportunities to establish them as market experts and to improve their ability to serve consumers

Involvement in CAAR's activities will give members greater access to information and networking that will improve their businesses

Goals and Strategies

Advocacy

CAAR is recognized by members, legislators, the public and the media as the leading advocate for private property rights in Central Virginia

- ▶ Significantly increase member involvement in real estate policy advocacy (RPAC, Calls to Action, Day on the Hill, candidate interviews)
- ▶ Educate members and the public about effectiveness of RPAC contributions and future initiatives

- ▶Lead coalitions of like minded affiliate member and community organizations
- ▶Involve more significantly broker-owners in the advocacy process
- ▶Create, maintain and enhance relationships with elected officials
- ▶Create a unified web site for the dissemination of advocacy information and education

Member Participation

A majority of members is actively engaged in CAAR sponsored activities

- ▶Fifty percent of members will participate in at least two non mandatory CAAR sponsored activities on an annual basis
- ▶Create and maintain an effective member and affiliate cultivation program
- ▶Create unified web site for the dissemination of information and education
- ▶In conjunction with CAAR member firms and affiliates, develop and deliver a program of education for the improvement of member quality and professionalism

Information Source

CAAR is a trusted, reliable, primary source of real estate information for agents, brokers and the public

- ▶Create unified web site for the dissemination of information and education
- ▶Assemble, evaluate and deliver to members information and tools that improve their professionalism and credibility
- ▶Monitor and communicate to members trends and emerging issues affecting the real estate market
- ▶Develop an aggressive, active media strategy

Community Relations

The consumer views the Realtor as a valuable contributor to the welfare of the community

- ▶ Create unified web site for the dissemination of information and education
- ▶ Ensure that the positive Realtor story is told in public
- ▶ Develop and implement public outreach strategy
- ▶ Encourage increased member involvement in community activities

Operational Excellence

CAAR will provide value by creating a strategic-based culture.

- ▶ Strengthen relationships among groups, Board and staff for increased organizational effectiveness 1
- ▶ Ensure programs and resources maximize the value proposition 2
- ▶ Support CAAR leadership participation at State and National levels 3
- ▶ Utilize tools and resources available from State and National to strengthen value of CAAR membership 2