

# 2021-2022 STRATEGIC PLAN

WE CHAMPION REAL ESTATE AND ENHANCE THE SUCCESS OF THOSE WE SERVE BY  
FOCUSING ON CONNECTIONS, ADVOCACY, AND PROFESSIONALISM

## THE FOUNDATION

### CONNECTIONS

**WE WILL:** Foster inclusive member and community relationships via support, events, technologies, and collaboration

### ADVOCACY

**WE WILL:** Advocate for equal housing opportunities, property rents, homeownership, real estate investment, and economic vitality

### PROFESSIONALISM

**WE WILL:** Deliver education to uphold the highest professional standards and empower members to thrive in an ever-changing industry

## OUR PRIORITIES

### ENGAGEMENT

Expand member engagement through Core Service-driven communication and outreach

### EFFICIENCY

Evaluate and streamline governance and operations for greater efficiency and performance

### PROFESSIONALISM

Design a path to provide career-long learning and professionalism

### INCLUSION

Enhance and uphold Diversity, Equity, and Inclusion within our organization and industry

### COMMUNITY

Strengthen community partnerships while advancing real estate opportunities

## YOUR BENEFITS

- » Quickly and easily access information and services you value most
- » Increased usage of resources and benefits equals a better return on your membership investment
- » Communications that match our preferred content and mediums
- » Greater understanding of opportunities to get involved with your areas of interest

- » More efficient and valuable utilization of your membership dollars
- » Quicker responses to your daily needs
- » A greater understanding of the value offered by the association beyond MLS
- » More responsive to your feedback and suggestions
- » Higher quality volunteer opportunities to learn, share, and build relationships

- » Better prepared to provide excellent service to clients
- » Greater understanding of Ethical duty to clients
- » Classes are high quality for virtual and in-person offerings
- » Smoother transaction process with less stress
- » Greater variety of instructors and classes to choose from
- » More customized, relevant, and focused classes and informational resource

- » Greater understanding how to work with a diverse group of clients
- » Better representation or all members within RAGC
- » Increased access to homeownership = more clients
- » Full understanding of legal and ethical obligations
- » More welcoming association environment for all
- » Enhanced industry image

- » Raise the public perception of REALTORS® value beyond the transaction
- » Our community attracts and supports quality businesses
- » Increased housing availability and variety for all wage earners you work with
- » Your business interests are represented protected
- » Civic and community knowledge to help you educate clients



**REALTOR® ALLIANCE** of  
GREATER CINCINNATI