

Member Success

Goal: Provide an environment that enhances opportunities for success through professional development programs, resources, and services.

Strategies:

- Provide tools and training to enhance member knowledge and proficiency.
- Be a REALTOR® source for training on professionalism and changes in the real estate and its related industries.
- Provide professional development opportunities to educate members on their responsibilities for maintaining compliance with rules and regulations.

Member Engagement

Goal: Encourage member involvement through committee service, communications, and member outreach efforts.

Strategies:

- Work with our brokerages to encourage involvement through association resources and programs.
- Develop and promote programs that focus on involvement of new members and helps cultivate leadership opportunities and identify future leadership.
- Embrace, promote, and enhance awareness of Diversity & Inclusion, both generational and cultural, that will serve to enhance membership involvement and leadership opportunities.
- Research and evaluate the association's governance structure and election process.
- Utilize collaborative partnerships with industry related groups.

Advocacy

Goal: Maximize the culture of advocacy as a unified voice for the protection of private property rights

Strategies:

- Engage members and consumers in political, legislative, and regulatory advocacy efforts or REALTOR® supported initiatives.
- Empower leadership and appropriate committees to understand and utilize NCRPAC funds and REALTOR® Party resources.
- Enhance participation and support of NCRPAC through member education.

Consumer Relations

Goal: Recognize the importance of the consumer to the future of the real estate industry through outreach activities.

Strategies:

- "Be the Voice for Real Estate" for Cabarrus, Stanly and Montgomery Counties by communicating trends and legislative and political positions to the public.
- Develop or utilize a marketing plan to promote the value and positive image of using a REALTOR®.
- Promote and encourage REALTOR® involvement in community outreach activities that enhance the quality of life in the area.
- Provide educational resources that focus on educating consumers on industry trends.