



2023-2025 Strategic Plan

Mission

Empowering Realtor® success by engaging members and delivering exceptional value.

Strategic Pillars

❖ Mastering Member Engagement

RRAR will have a highly engaged membership driven by a culture of inclusion, openness, action and efficiency.

❖ Building Incredible Inclusiveness

RRAR will take a leadership role in promoting and modeling the principles of Diversity, Equity and Inclusion.

❖ Advocating for a Better Community

RRAR's influence will be directed at advocating for a vibrant, sustainable, inclusive communities that supports shelter opportunities to all.

❖ Creating a Culture of Professionalism and Leadership

RRAR will develop skilled leaders and a flexible governance for efficient, thoughtful, and strategic outcomes.

❖ Growing a Global Attitude

RRAR will prepare members to professionally serve our global real estate marketplace.

Strategic Pillar 1

Mastering Member Engagement

RRAR will have a highly engaged membership driven by a culture of inclusion, openness, action, and efficiency.

Desired Outcomes

- ✓ RRAR's governance and programs will be designed to attract members to want to become involved.
- ✓ Joining, interacting, and engaging with RRAR will become easy.
- ✓ Effectively engage/connect with every member
- ✓ Members will know their value to consumers and understand the value of RRAR.
- ✓ RRAR will become a flexible and adaptable organization.

Goal 1.1

Re-tool and refresh RRAR's communication vehicles, strategies and focus on engaging members based on their interests and needs. Engage our Realtor® members where they are, in the manner and frequency that they choose.

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Goal 1.2

Re-evaluate RRAR's relationship with brokers and brokerages and create new communication and engagement channels to address broker needs.

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Goal 1.3

Re-imagine the relationship and process of on-boarding new members with the intent of creating a long-term connection with RRAR.

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Goal 1.4

Develop a systematic and consistent plan to gather feedback from brokerage decision makers and leaders (BICs or designated leaders).

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Goal 1.5

Recreate RRAR's governance structure and procedures to open up the association for more engagement opportunities for all members. No volunteer should be excluded.

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Strategic Pillar 2

Build Incredible Inclusiveness

RRAR will take a leadership role in promoting and modeling the principles of diversity, equity and inclusion.

Desired Outcomes

- ✓ All members will see RRAR as open and inclusive.
- ✓ More members will seek and will receive training on DEI principles.
- ✓ We will learn “who” our members are and provide the services and support each member needs.
- ✓ RRAR’s brokerages will embrace DEI principles in their companies practices and procedures.

Goal 2.1

Develop metrics for measuring the success of RRAR in adopting DEI principles throughout the organization.

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Goal 2.2

Become the local real estate industry leader in DEI training for staff and members.

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Goal 2.3

Become the leading local advocate for housing opportunities, homeownership and shelter, for all.

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Strategic Pillar 3

Advocating for a Better Community

RRAR's influence will be directed at advocating for a vibrant sustainable, and inclusive community that supports shelter opportunities to all.

Desired Outcomes

- ✓ RRAR's influence on housing policies and practices will grow.
- ✓ Members and the public will understand the value of Realtors®.
- ✓ Public officials will see the importance of property rights, homeownership, and shelter for all.
- ✓ The Realtor® Giving Network will become a powerful force in supporting our communities housing needs.

Goal 3.1

Create partnerships and alliances with other organizations to unite those who support Realtor® Party issues and positive housing policies.

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Goal 3.2

Increase member engagement in RRAR's advocacy efforts and achieve NAR President Cup status.

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Goal 3.3

Expand member engagement through participation in community service and the Realtors® Giving Network.

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Strategic Pillar 4

Creating a Culture of Professionalism and Leadership

RRAR will develop skilled leaders and a flexible governance structure for efficient, thoughtful and strategic outcomes.

Desired Outcomes

- ✓ New leadership opportunities will lead to more new leaders.
- ✓ Leaders will be well-trained and understand the importance of member engagement.
- ✓ Members will understand their value to the consumer and have resources to communicate that value.
- ✓ The relationship between BICs will strengthen and disputes will decrease.
- ✓ Association staff will be well-trained experts to support the association's strategic plan

Goal 4.1

Create equitable "pathways to leadership" that are available to all members who want to participate in the leadership of RRAR, NCR, NAR or the real estate industry.

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Goal 4.2

Create well-trained leaders (members and staff) to lead members and manage the operations of the association to support the strategic plan.

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Goal 4.3

Expand RRAR's educational offerings (subject matter and number of classes) to support professionalism and competency in the marketplace, with express intent of having Realtors® deliver value; provide their customers and clients with a 'superior consumer experience.'

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Goal 4.4

Create more opportunities for members to engage with each other to create a culture of understanding and acceptance: personal and professional respect.

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Strategic Pillar 5

Growing a Global Attitude

RRAR will prepare members to professionally serve our global real estate marketplace.

Desired Outcomes

- ✓ Members will be equipped with the knowledge and tools they need to serve international clients.
- ✓ Corporations relocating to the Triangle will see the value of Realtors® supporting their global workforce.
- ✓ RRAR members will be involved with other local organizations that support economic development.
- ✓ All members will be informed of international economic development in the Triangle.

Goal 5.1

Increase training and professional development opportunities related to global real estate.

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Goal 5.2

Continue the activities required to earn the NAR Platinum and Diamond awards for global activities.

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Goal 5.3

Expand RRAR's partnerships in the global and economic sector.

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