



## 2024-2026 STRATEGIC Plan

February 9, 2024

### **Mission Statement:**

The Realtors Association of Northeast Wisconsin (RANW) fosters professionalism, education, diversity, equity, and inclusion which enhances our communities.

### **Pillars:**

### **REACH, ENGAGE and CONNECT (REC)**

#### Internal:

1. Reach our members where they are.
2. Create specific channels: broker, agents, and affiliates.
3. Communicate events, tools, and resources to our members.
4. Identify opportunities for increased member participation.

#### External:

1. Communicate the value of Realtors® to consumers.
2. Publicize member volunteer contributions within the community who donate their time and/or money.
3. Communicate with an evidence-based approach on housing and property rights issues.

## **PROFESSIONAL ADVANCEMENT**

1. Prepare & Equip our members with the skills, tools, and competencies to be successful from beginning to the end of their careers.
2. Deliver curriculum & courses, timely and audience appropriate, on a. core skills, b. business standards of practice, and c. designations.
3. Support competition among members to provide consumers with superior services.
4. Inspire a community of thriving professional members by building skillset, mindset, and toolsets.
5. Promote, Educate, and Enforce the Code of Ethics, Fair Housing laws and Professional Standards.
6. Teach members to better articulate their value to consumers.

## **LEADERSHIP/SERVANTHOOD**

1. Identify, train, and support leaders.
2. Promote authentic leaders who inspire others to serve our communities in the effort to build vibrant & resilient neighborhoods.
3. Gather names and contributions of our members who are building these communities.
4. Create other programs to promote leadership, beyond RANW.
5. Be leaders on all 3 levels of the Realtor organization, family.
6. Community Connector:
  - a. Collaborate with community partners to build safe vibrant communities.
  - b. Contribute time and money to charities & initiatives.

## **ORGANIZATIONAL DELIVERABLES**

1. Provide necessary fiscal and human resources to execute strategic plan.
2. Steward organizational resources and membership, retain and recruit members.
3. Support a vibrant, strong member-centric Multiple Listing Service for brokers and agents, consistently delivering accurate and complete data.
4. Identify & Develop non dues sources of revenue.
5. Measure and report organizational outcomes to membership.

## **ADVOCACY**

1. Provide legislative and regulatory advocacy.
2. Promote private property rights.
3. Champion members ability/rights:
  - a. for understanding
  - b. for impact and
  - c. by appointments/elections of Realtors to public office/boards and commissions.
4. Expand grassroots involvement.
5. Increase:
  - a. participation in Call to Actions and
  - b. donations to RPAC.
6. Elevate Diversity, Equity, and Inclusion.
7. Educate & Engage consumers on advocacy.