



STRATEGIC PLAN 2025 - 2027

MISSION: To inspire growth, promote fairness, and empower opportunity

REACH, CONNECT AND ENGAGE

- A. **Value** each one of our members by hearing and respecting through active listening
- B. **Target** personalized communication with each member channel, frequency and delivery (brokers' specialties, YPN) (location/market)
- C. **Deliver** a clear, accessible menu of resources to members, categorizing deliverables in an engaging format
- D. **Engage** members for life; onboarding (new members, brokers) and reboarding (existing members, brokers)
- E. **Champion** a climate of collaboration, inclusion and professionalism
- F. **Identify and promote** diversity, equity, inclusion and belonging (DEIB)

ADVOCACY

- A. **Elevate** community engagement; REALTORS® are committed to building safe, vibrant, inclusive, and sustainable communities and neighborhoods
- B. **Engage** public officials and community leaders to promote opportunities for private property rights and accessibility to safe shelter
- C. **Increase** RPAC participation and calls to action
- D. **Encourage** REALTOR® representation in all levels of government (elected or appointed) to best represent interest
- E. **Champion** Fair Housing
- F. **Communicate** the value of REALTORS® to the public

PROFESSIONAL ADVANCEMENT

- A. **Provide** educational training that is timely and audience appropriate
- B. **Promote**, educate and enforce Fair Housing laws and the Code of Ethics
- C. **Empower** our members to better articulate their value
- D. **Convey ROI** (Return on Investment) for LIBOR educational programming
- E. **Promote** and equip members with tools, skills, and competencies to grow and succeed

ORGANIZATION EXCELLENCE

- A. **Steward** the organization's growth, resources and members' time
- B. **Provide** the necessary financial and human resources
- C. **Be nimble**, efficient, and responsive
- D. **Recognized** as the respected, trusted and reliable source for accurate information
- E. **Govern** with transparency
- F. **Measure** outcomes and report results

LEADERSHIP

- A. **Recognize** LIBOR members as a world class cadre of real estate professionals
- B. **Identify**, train, support, and mentor leaders within the organization and beyond
- C. **Articulate** the impact and advantages of volunteering
- D. **Identify** and forward Subject Matter Experts (SME)
- E. **Prioritize** our fiduciary responsibility to support association initiatives and member interests
- F. **Be intentional and deliberate** in efforts to achieve DEIB results/outcomes

VALUES

