

# 2022-2024 STRATEGIC PLAN

## OUR VISION

To be the chosen partner and ultimate resource for our members.

## OUR VALUES

Respect, Integrity, Community, Inclusion, Accountability, Engagement, and Transparency.

## **ADVOCATE**

*We will:*

- Improve communication and member involvement with PAR and NAR.
- Proactively advocate state and local priorities with elected officials.
- Advocate for professional standards to qualify for/maintain REALTOR® membership.
- Communicate to membership advocacy goals and organizational values and RPAC significance.

## **ENGAGE**

*We will:*

- Identify different subsets of our membership (broker/owner manager, agent, commercial, property management, affiliates, appraisers) to ensure we are serving them in a meaningful way.
- Improve communication and engagement by leveraging various channels of technology.
- Identify, determine and develop member value proposition based on membership category.

## **SERVE**

*We will:*

- Increase membership participation and investment in the foundation by communicating the role of the foundation and its value.
- Increase and improve public awareness of GHAR's and the foundation's community involvement and outreach.
- Identify and collaborate with community organizations who provide services to underserved communities.
- Create strategic relationships with organizations, businesses and local government to strengthen the impact of GHAR and the foundation in the community.

## **EDUCATE**

*We will:*

- Increase GHRI revenue 15% over 3 years.
- Tailor offerings to meet needs created by emerging trends.
- Develop a diverse curriculum to encompass all career tracks.
- Leverage education to engage membership and support GHAR membership goals.

## **LEAD**

*We will:*

- Board Expectations**
- Continuously identify strong candidates to serve the organization (committees, leaders).
  - Convey goals and hold committees responsible (incorporate analysis of committee structure).
- Staff Expectations**
- Understand the plan and priorities.
  - Engage more with brokerages (value proposition at this level also).