

# 2025-2027 STRATEGIC PLAN



## ADVOCATE

- Improve communication and member involvement with PAR and NAR's Advocacy Efforts.
- Proactively advocate state and local priorities with elected officials.
- Advocate for professional standards to qualify for/maintain REALTOR® membership.

- Identify different subsets of our membership 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 communications based on membership category.



## ENGAGE



## SERVE

- 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 that 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.

- Increase revenue by 10% every even year.
- Develop a diverse curriculum to encompass all career tracks.
- Leverage education to engage membership and support GHAR membership goals.



## EDUCATE



## LEAD

### *Board Expectations*

- Continuously identify strong candidates to serve the organization both on the board of directors and on committees.
- Convey goals and hold board and committee leadership responsible.
- Ensure the Association meets or exceeds NAR Core Standards Requirements.

### *Staff Expectations*

- Understand NAR Core Standards, the Strategic Plan, and its priorities.