

Strategic Plan 2024-2026

YOUR BENEFITS



CONNECTIONS - WE WILL:
Foster relationships and inspire engagement to ensure success through inclusion, relevance, and vitality.



ADVOCACY - WE WILL:
Advocate for homeownership, real estate opportunities, property rights, the industry, and robust communities.

ACAR CORE SERVICES



PROFESSIONALISM - WE WILL:
Provide professional guidance and effective education focused on ethics, knowledge, expertise, and industry excellence.

ENGAGEMENT
Create a “meet members where they are” engagement strategy that encompasses Diversity, Equity and Inclusion (DEI)



- Enhances personal brand and reputation.
- Expands client base through inclusivity.
- Access to diverse networking opportunities.
- Boosts market responsiveness and adaptability.
- Elevates credibility and market competitiveness.

PROFESSIONALISM
Establish a formal Professionalism Improvement Plan with a review process.



- Elevate member credibility and market reputation.
- Attract more clients through enhanced professionalism.
- Stay competitive in evolving real estate industry.
- Access valuable training and development resources.
- Foster trust for long-term client relationships.

HOUSING
Outline an action plan to address barriers to housing that builds on established #HomeForAll initiatives.



- Boosts market demand, driving individual sales.
- Enhances REALTOR® reputation, attracting more clients.
- Fosters community goodwill, aiding business opportunities.
- Diversifies client base, reducing market volatility.
- Secures stable long-term business growth.

ADAPTATION
Proactively identify and adapt to real estate industry disruptions and innovations.



- Stay competitive in evolving real estate market.
- Embrace tech for better client service.
- Gain early mover advantage in innovation.
- Protect and grow your market share.
- Enhance personal brand and credibility.

MLS RELATIONS
Explore opportunities for enhanced collaboration with the Multiple Listing Service and REALTOR® associations.



- Enhanced market exposure.
- Access to valuable insights and data.
- Increased networking and referral opportunities.
- Greater influence on real estate policies.
- Strengthened credibility and professional standing.