



STRATEGIC PLAN 2022-2024

The **Eastern Connecticut Association of Realtors®** mission is to support its members in their real estate practice, promote property ownership, and protect private property rights while maintaining the highest ethical and professional standards.

ELEVATE

- A. Train and deliver tools & strategies to provide customers and clients with outstanding consumer experiences.
- B. Promote and support the Code of Ethics, Pathways to Professionalism, C2EX, & Fairhaven
- C. Deliver superior continuing education, professional development, certifications, and designation courses
- D. Identify & deliver industry innovation to our membership
- E. Encourage respect, cooperation, and collaboration, among Realtor® members
- F. Respect and honor the disciplinary process

GOVERN

- A. Provide Association stewardship & oversight
- B. Collaborate/partner with outside organizations to provide members with a beneficial experience
- C. Update and maintain Association website
- D. Provide necessary fiscal and human resources to complete organizational mission
- E. Identify and pursue other non-dues sources of revenue
- F. Measure and report organizational initiatives and priorities

ENGAGE

- A. Realtor® outreach/engagement:
 - 1. Communicate with members in the manner, consistency, timing, & frequency of their choosing
 - 2. Have separate channels for real estate specialties
 - 3. Engage in active listening
 - 4. Articulate ECAR's value to its Realtor® members
- B. Public outreach:
 - 1. Communicate the value of Realtors® to consumers
 - 2. Promote and support the Realtor® brand
- C. Diversity, Equity, and Inclusion:
 - 1. Increase member awareness & engagement of DEI
 - 2. Provide DEI training for Realtor® members and staff

LEAD

- A. Identify, train, and mentor leaders
- B. Harness institutional knowledge and experience of past leadership
- C. Prepare leadership for roles on local, state, and national levels
- D. Encourage Realtors® to be elected and/or appointed to public office, boards, commissions, and other organizations
- E. Recruit diverse leaders and mentors that represent our communities

ADVOCATE

- A. Promote property ownership and defend private property rights
- B. Support, promote, and celebrate RPAC participation
- C. Support and encourage calls to action
- D. Recognize ECAR and its Realtor® members as the experts on real estate issues
- E. Encourage volunteerism and engage in community activities that enhance the Realtor® image
- F. Cultivate relationships with local, state, and national legislators
- G. Utilize NAR grant program(s)

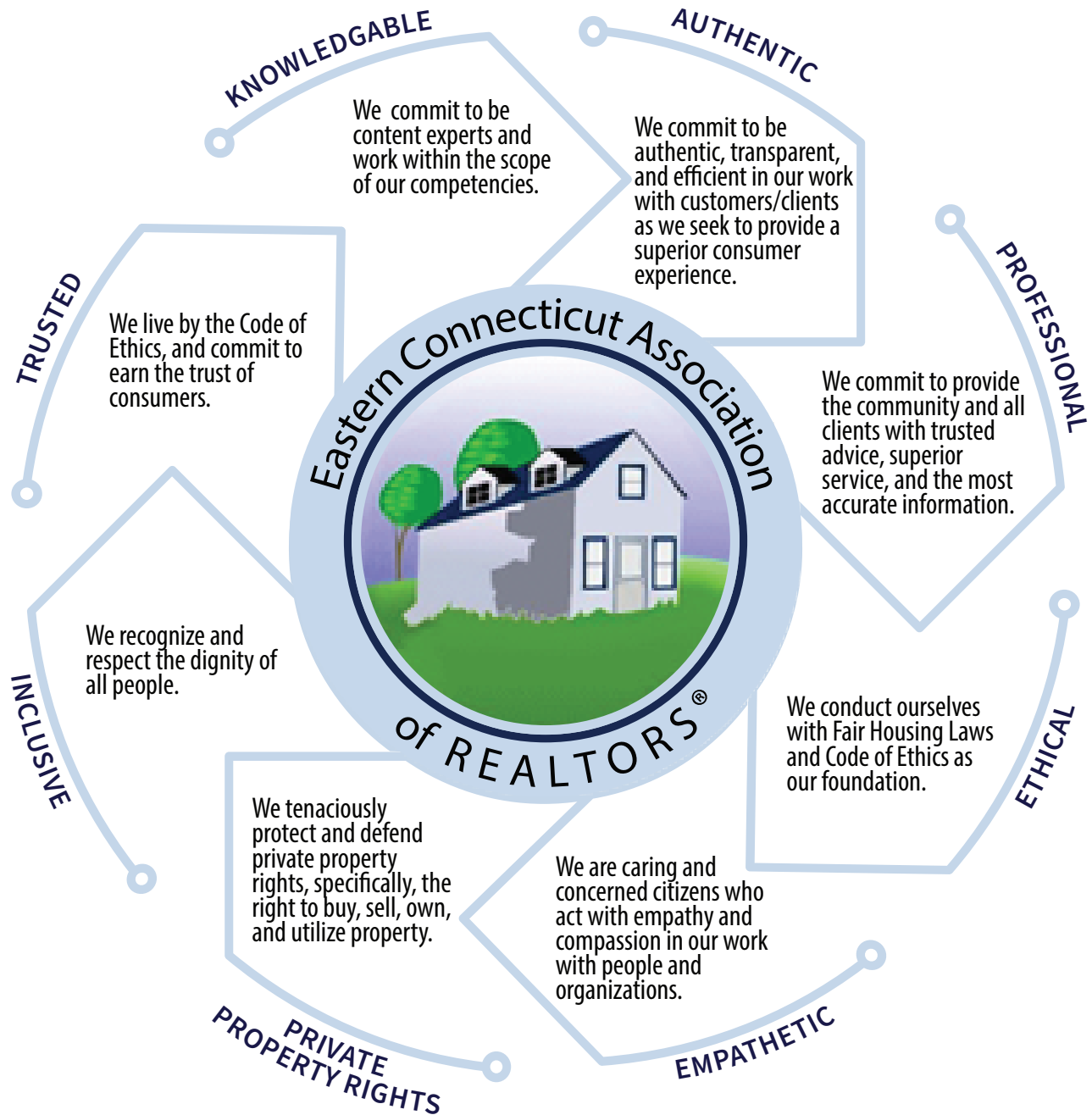
DELIVER

- A. Continue to deliver a superior member experience
- B. Engage, empower and equip Realtor® members
- C. Provide value by offering products, services, and tools that improve the effectiveness and efficiency of our members
- D. Identify, recruit, and promote affiliates, vendors, and service providers with superior service

COMMUNITY FOCUSED VALUES

THAT'S WHO WE

How we relate to others as Realtors®



INTERNALLY FOCUSED VALUES

THAT'S WHO WE

How we relate to each other as an Association

