

2023-2025 STRATEGIC PLAN

MISSION:

The Clatsop Association of REALTORS® takes a stand for the ethical practices and professionalism of all its members through education, networking, and collaboration.



VISION:

The Clatsop Association of REALTORS® is a trustworthy, indispensable business partner for our members and an invaluable resource for our community.

ELEVATE

Goal: Provide timely, market-driven education and resources that improve members' knowledge and skills, promote professionalism and ethics, and help manage business risk.

- Offer programs that enhance the continued professional development of members, including but not limited to, Code of Ethics, diversity and Fair Housing training, and business risk management.
- Provide and/or promote designation and certification courses that enhance member skills and professionalism.
- Continually emphasize the importance of the Code of the Ethics and capitalize on positive "peer pressure" to improve ethical behavior.
- Ensure new members understand the value of the Association to their business and provide them with multiple resources for enhancing their professionalism as they launch their business.

CONNECT

Goal: Promote the value to consumers of using a REALTOR®, raise the public profile of our members through community involvement, and strengthen their voice as subject matter experts on building quality communities.

- Identify, demonstrate, and promote REALTOR® involvement in community-enhancement activities.
- Regularly engage in "Voice for Real Estate" activities to promote real estate market statistics, trends and issues, and the benefits REALTORS® bring to consumers.
- Invest in community-enhancement activities that help ensure our community retains a vibrant and quality Clatlifestyle.
- Leverage existing partnerships and look for opportunities for new partnerships with community groups and other associations to promote the value of REALTORS®, amplify the benefits of REALTOR® community engagement activities, and promote the value and benefit of real estate as a career.
- Leverage available communication channels to more widely and effectively tell our story.

ADVOCATE

Goal: Establish good, working relationships with county and municipal officials to advocate for the real estate industry and private property owners throughout our community.

- Proactively engage public officials in REALTOR® and consumer interests.
- Promote the benefit and importance of grass roots advocacy and investing in RPAC.
- Utilize all Oregon Association of REALTORS® political resources and engagement opportunities for member benefit.
- Fully leverage the National Association of REALTORS® "My REALTOR® Party" resources to exceed our Vote, Act, and Invest requirements.

LEAD

Goal: Create a relevant, sustainable, efficient organization that is a hub for member resources and brings demonstrable value to our members.

- Ensure that Association structure and processes are transparent, strategically focused, and encourage member participation.
- Provide regular opportunities for networking and member interaction.
- Stay informed about leading edge industry innovations and market changes.
- Create and sustain a leadership culture that seeks to engage all segments of our members.