



2026-2028 STRATEGIC PLAN

The Mission of the Pismo Coast Association of REALTORS® is to engage a diverse membership through excellent service, education and protecting/promoting private property rights and real estate ownership.

Protect & Promote

- Lobby to protect & promote property rights at every level of government
- Utilize government affairs director to advocate & communicate key efforts
- Partnering with other local and regional organizations on shared issues
- Establish a member presence in local government policy making

Engage

- Engaging with top producers who don't currently engage
- Increase direct relationships with broker members
- Expand communication channels & types in order to reach less-engaged members
- Open door policy & welcoming fostering a culture of feedback & communication
- Fostering direct ties between leadership and general membership
- Promote reputation & brand of Pismo Coast Association of REALTORS®

Enhance

- Provide the best education and training to members and affiliates
- Enhance new member onboarding, utilizing the expertise of experienced members
- Regularly review member benefits to ensure products & services remain relevant
- Increase leadership development opportunities for members & staff