



# 2024-2027 STRATEGIC PLAN

**Our Vision:** To advance the local real estate industry by shaping public policy, adhering to the REALTOR® Code of Ethics, and to provide the information and tools our members need to succeed.

**Our Mission:** To be the business and public policy advocate for our members and the community they serve.

## Objective 1

### Investment & Inclusion

- Invest in technology that ensures an effective member experience.
- Provide benefits and professional development opportunities for staff to best serve the members' needs.
- Encourage Diversity, Equity, and Inclusion in all programs and services.
- Engage brokers to identify emerging leaders for OMCAR's Leadership Academy
- Create opportunities for membership participation.
- Show the value of training, support and tools members will receive by getting involved with OMCAR.
- Improve the perception of an open culture leading to more involvement.
- Elevate the importance of the Fair Housing Act through education.
- Maintain value to our members by connecting with members where they are and how they want to be engaged.
- Provide ongoing communication to the members of board activities and meetings.

## Objective 2

### Elevate

- Implement training for elected officers to properly set up volunteers for success.
- Focus on delivering a platform of professionalism.
- Enhance the opportunities and outreach of C2EX.
- Enhance opportunities for education through the value of speakers and trainers, including through delivery platforms to better engage members.
- Promote the REALTORS® Code of Ethics and why it matters to both your members and the communities they serve.
- Provide timely monthly statistical data reports to our members.
- Demonstrate transparency of information and decision-making processes.
- Engage brokers directly to identify talent, and show the value of training, support and tools members will receive by getting involved with the Association and show the value they will take back to their business.
- Enhance the role of the executive committee to properly drive the agenda and refocus the growth and future opportunities of all board meetings.

## **Objective 3**

### **Advocate**

- Engage with local and county entities to ensure a quality of life and affordable housing in our community.
- Use our Values to Define Opportunities for our Members, and our community.
- Promote the REALTOR® brand in our community.
- Continue to strive in all areas of advocacy and public policy on behalf of our members and the community we serve.
- Focus on RPAC, education, fundraising, grants, community outreach and other areas of influence in all things real estate related.
- Expand and create alliances to address key issues.
- Continue to promote and participate in Florida Realtors® and NAR Calls for Action and Broker Involvement Programs.
- Conduct candidate interviews and educate members on candidates and their platforms.
- Promote voter registration.

## **Objective 4**

### **Association Excellence**

- Maintain a viable Professional Standards Process, mediation, and ombudsman service to our members.
- Have strong financial policies in place to ensure the integrity of our operations.
- Have an interactive website.
- Provide access to our legal counsel.
- Perform ongoing review of facilities and services to best serve the members.