

**North Shore – Barrington Association of REALTORS®  
2014-2017- Strategic Plan**

**MISSION**

To advance the professional and business interest of REALTORS® through advocacy, services and communications; and to promote private property rights in our members business areas.

**VISION**

To be the ultimate resource for REALTORS® and the communities they serve.

**Slogan**

*Gateway to Education, Information and Technology*

**Values**

Advocate of ethical and legal standards of practice and procedures.

We are the professional trainer for mandatory continuing education as well as a focal point for ongoing training.

We are the premier provider of technology support and training.

The advocate for real estate related issues in the local communities.

We are the local knowledge base for industry updates and community issues

**Goal 1: Communication**

- Contract with a strategic PR firm
- Create more media placement
- Develop cohesive messaging
- Create hyperlocal targeted/segmented marketing
- Promote REALTOR® value to the consumer
- Promote Pathways of Professionalism
- Develop outreach to NSBAR member offices

**Goal 2: Advocacy**

- Promote REALTOR® value to the consumer
- Political issues-provide awareness to consumer/ property owner
- Targets in developing messaging: one to agent and one to consumer, plus one to managing broker
- GPIC and RPAC outreach
- Leverage IAR and NAR technologies for messaging

**Goal 3: Member Services**

- Education
  - Develop unique education specific to NSBAR
  - Upgrade New Member Orientation to a higher level of education
- Practical instruction for existing members
  - Contracts
  - Develop and maintain skills to communicate with the members in all forms available
- Tech Services
  - Establish a baseline of services
  - Establish a plus program of services
- Member Engagement
  - Leadership Development
  - Establish a 30 under 30 program
  - Expand YPN

**Goal 4: Ethics & Professional Standards**

- Develop outreach to NSBAR member offices to communicate situations
- Message to members and the public that NSBAR keeps its house in order
- Advertise the Code of Ethics.