

Mountain Lakes Board of REALTORS®
Strategic Plan
2026-2028

The mission of the Mountain Lakes Board of REALTORS® is to provide exceptional service, education, and support to its REALTOR® members. The Board strives to be a community leader in advancing real property rights, promoting diversity, equity, and inclusion, and ensuring the well-being of our communities. We are dedicated to fostering a positive REALTOR® image through active community engagement and to achieving operational excellence as an Association.

1. **CONSUMER OUTREACH**– Recognized for its value to the community based upon its Community Outreach; Educate and engage consumers on real estate topics.
 - Continue support of annual community events and the Scholarship Program for area high school students.
 - Execute additional activities annually benefiting the larger community; promote and communicate this information through various outlets.
 - Continuing to offer sales statistics to the appropriate media outlets, community organizations and to the members keeping REALTORS® visible to consumers.
 - Encourage members to communicate important messages regarding real property rights and the consumers' ability to own, improve, upgrade and/or transfer real property.
 - Utilize NAR's media talking points and That's Who We R materials; include the digital ad banner on the website.
 - Identify, demonstrate and promote REALTOR® involvement in community-enhancement activities.
2. **ADVOCACY**- Encourage members to vote, act and invest at all levels. To be seen by its members, the public, media, elected and appointed officials as the leading advocate for private property rights and real property ownership.
 - Coordinate a voter registration campaign for members and the community; create and execute on a Get Out the Vote effort.
 - Promote and utilize programs provided by the North Carolina Housing Foundation; seek appropriate training on the efforts of the Housing Foundation.
 - Create opportunities to meet the County Commissioners to discuss issues vital to improving the economic health of the real estate industry; ensure that at least one member attends County Commissioner meetings and reports efforts back to the Political Action Committee.
 - Achieve participation rates on Calls for Action that are better than the average national and state participation rates; Promote and encourage the Realtor Party at meetings, new member orientation and educational events to increase participation.

- Identify local issues and programs that are appropriate for REALTOR® Party grants (e.g., Housing, Smart Growth, Rural Outreach, Placemaking, etc.); consider applying for funding, plan and execute programs once grants are received.
 - Investigate the application and use of Issues Mobilization Funding to build a coalition around support of funding tourist development.
 - Promote RPAC membership participation. Prepare annual dues billing inclusive of above-the-line RPAC investment.
 - Distribute RPAC brochures and legislative update reports at membership meetings, educational events, new member orientation, etc.
 - Support private property rights, housing and real property ownership by engaging in the grassroots political process.
3. **DIVERSITY, EQUITY & INCLUSION** – To promote DEI by creating inclusive opportunities for all members to become involved and active with the association.
- Foster a welcoming culture and membership engagement efforts at all events.
 - Strive to always maintain a welcoming culture of inclusivity.
 - Strive to improve racial and gender diversity in our line-up of speakers in meetings.
 - Strive to ensure that there is a diverse representation of membership makeup on committees.
 - Expand efforts to include and retain racially and ethnically diverse members.
 - Explore MLS data farming to recruit reciprocal members and expand MLS participation.
4. **LEADERSHIP & COLLABORATION** – Identify, develop and empower a group of future leaders who embody our core values while driving forward innovation and ethical standards in real estate.
- Encourage annual participation by an upcoming leader in NCR’s Leadership Academy.
 - Actively recruit leadership for committees and the Board of Directors; establish an expectation that each leader will identify at least one other member to replace them in their respective position, ensuring qualified leadership on the committees and on the Board of Directors into the future.
 - Ensure that there is representation from a broad spectrum of firms and from the communities served.
 - Ensure that Association structure and processes are transparent, strategically focused and encourages member participation.
 - Launch a Future Leaders Program, annually inviting nominations from our Board of Directors to mentor and prepare nominees for leadership roles at the local and state levels.
5. **MEMBER SERVICES** – Continue to be recognized for providing superior membership value based upon its high-quality customer service relevant services to its members.
- Invite new members to social events and encourage current and past leadership to engage them in discussions regarding the business value of involvement; ensure that members from all communities are included.
 - Create a welcoming environment for members; request committee chairs to welcome members at events and activities; provide committee descriptions to interested members; identify member talent and interests; ask members to volunteer.
 - Evaluate and improve current educational offerings; Expand accredited education opportunities. Continue to provide member training on the Code of Ethics and track member training compliance.

- Disseminating substantive information at all membership meetings and in newsletters and social media outlets.
- Maintain trained Professional Standards and Grievance Committees. Continuing Cooperative Enforcement Agreements Land of the Sky Association.
- Provide and/or promote designation and certification courses that enhance member skills and professionalism.
- Provide regular opportunities for networking and member interaction; increase member participation by personal invitations.

Strategic/Business Plan Certification

This Strategic Plan has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors as part of CORE Standards Compliance.

Board of Directors approval Date:

President Signature

Date

President-Elect Signature






Date

Association Executive Signature

Date

Strategic Plan: The **Mission** of the Mountain Lakes Board of REALTORS® is to provide exceptional service, education, and support to its REALTOR® members. The Board strives to be a community leader in advancing real property rights, promoting diversity, equity, and inclusion, and ensuring the well-being of our communities. We are dedicated to fostering a positive REALTOR® image through active community engagement and to achieving operational excellence as an Association.



				
<p>CONSUMER OUTREACH To be recognized for its value to the community based upon its significant community outreach. Educate and engage consumers on real estate issues.</p> <ul style="list-style-type: none"> ➤ Continuing support of the community events; scholarship program ➤ Consider grant programs offered by NCR and NAR ➤ Promote REALTOR® involvement in community-enhancement activities 	<p>ADVOCACY Encourage all members to vote, act and invest at all levels. To be seen by its members, the public, media, elected and appointed officials as the leading advocate for private property rights and real property ownership.</p> <ul style="list-style-type: none"> ➤ Promote RPAC membership participation ➤ Support private property rights, housing and real property ownership by engaging in the grassroots political process 	<p>DIVERSITY, EQUITY & INCLUSION To promote DEI within the Association by creating inclusive opportunities for all our members to become involved and active with the association.</p> <ul style="list-style-type: none"> ➤ Strive to improve racial and gender diversity in our line-up of speakers in meetings ➤ Foster a more welcoming culture and membership engagement efforts at all events 	<p>LEADERSHIP & COLLABORATION Identify, develop and empower a group of future leaders who embody our core values while driving forward innovation and ethical standards in real estate.</p> <ul style="list-style-type: none"> ➤ Each leader will identify at least one other member to replace them in their respective position. ➤ Launch a Future Leaders Program. 	<p>MEMBER SERVICES Continue to be recognized for providing superior membership value based upon its high-quality customer service and valuable, relevant services to its members.</p> <ul style="list-style-type: none"> ➤ Provide regular opportunities for networking and member interaction ➤ Expand accredited education opportunities