



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

2022-2024 STRATEGIC PLAN


SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®



SRAR OFFICES


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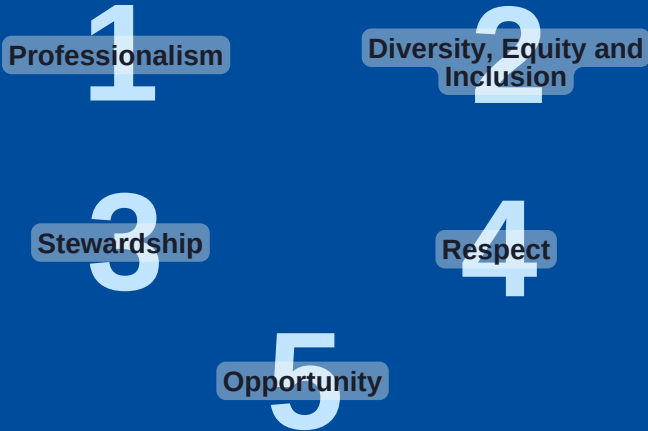
 (661) 299-2930

 www.srar.com



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

OPERATING VALUES



OUR VISION

REALTORS® and the community regard the Southland Regional Association of REALTORS® as the voice for real estate, a trusted resource and partner in an ever-changing environment.



OUR MISSION

To support our members in serving their community with the highest standards of ethics and professionalism, and to champion real property rights and pathways to homeownership for all.

VALUE TO MEMBERS

To provide the business tools, networking, and educational opportunities for members to succeed at each career stage.

MLS

Identify the most appropriate business model for the SRAR MLS and set plans to transition as needed.

PROFESSIONAL DEVELOPMENT

Develop a wide range of educational opportunities in a variety of formats targeted to members at different stages of their careers.

INDUSTRY/MARKET INFORMATION

Make SRAR industry and market data more accessible by formatting relevant content that can be shared easily with members and consumers.

MEMBER & INDUSTRY ENGAGEMENT

To be the members' professional network where all are welcomed and inspired to share, collaborate, grow, and be recognized for their contributions to the industry and community.

MEMBER ENGAGEMENT

Expand SRAR outreach and visibility with members and offices through all channels, digital and in-person.

AFFILIATE RELATIONS

Affiliate members are utilized and valued by REALTORS® as industry supporters, experts, and resources.

BROKER RELATIONS

Brokers view SRAR as a partner in operating a profitable business and in supporting the success of their agents.

DIVERSITY, EQUITY, & INCLUSION

Maintain the inclusion of diversity in SRAR leadership and collaborate with local chapters of national and statewide multicultural real estate organizations.

LEADERSHIP, OUTREACH & INFLUENCE

To be a sought-after partner and influential voice for real estate as a driver of thriving communities and the Southland economy.

ADVOCACY PART 1

Achieve at least a 60% success rate on all legislative and regulatory measures.

ADVOCACY PART 2

Drive results on issues impacting real estate through higher levels of member engagement in advocacy and political action.

CONSUMER & COMMUNITY RELATIONS PART 1

Develop tools and messaging for members to use to differentiate their particular expertise and value with consumers.

CONSUMER & COMMUNITY RELATIONS PART 2

Develop a strong presence and reputation for SRAR and its members as community leaders and a resource for all things real estate.

ASSOCIATION STRUCTURE, GOVERNANCE & OPERATIONS

To be a financially secure, nimble organization with a deep pool of talented leaders and staff committed to a positive, member-focused culture.

VOLUNTEER & LEADERSHIP DEVELOPMENT

Members have access to a wide range of meaningful opportunities and defined pathways to contribute as volunteers and leaders.

GOVERNANCE & CULTURE

The Board is a high-performing governing body, reflective of the industry and a collaborative, cohesive SRAR organizational culture.