

# Strategic Plan 2023-2025

## OUR MISSION

The local advocate for private property rights and members.

## OUR VISION

Pursuing the highest standards in service and ethics.

## OUR CULTURE

We listen. We care. We serve. We embrace and drive change. We adapt and lead.

## OUR CORE SERVICES

Industry Awareness & Preparedness  
Real Estate Advocacy | Engagement  
Visionary Leadership

**THAT'S WHO WE** 



## MULTIPLE LISTING SERVICE

Benchmark of Excellence in Cooperation

Promote professional and ethical use of the MLS while providing subscribers and participants reliable, accurate data through innovative technology.



## MEMBER ENGAGEMENT

Collaboration of Efforts Supporting Member Success

Elevate member experience by providing increased access to specialized education, technology and resources which support professional development and business growth.



## ADVOCACY

Grassroots Initiatives That Matter

Expand opportunities for members to engage in advocacy efforts and collaborate on initiatives which influence public policy and protect fair housing and private property rights.



## CONSUMER OUTREACH

The Voice for Real Estate

Foster strategic partnerships and alliances in support of vibrant, dynamic communities and enriched quality of life, while positioning the REALTORS® as leaders in community and economic development.

## MULTIPLE LISTING SERVICE



- A.** Access to all benefits of membership through CRMLS
- B.** Customized training solutions for all CRMLS products and services
- C.** Dedicated support and guidance on new MLS Rules and Regulations.
- D.** Broad access to MLS listing data
- E.** Local representation at CRMLS via committees and Board of Directors seats

## MEMBER ENGAGEMENT



- A.** Career focused pathways which enhance both the leadership and professionalism of REALTOR® and Affiliate members.
- B.** Experiential in-person and virtual programming, events, and specialized education from subject matter experts, covering all facets of the real estate industry.
- C.** Clear, purposeful communication which educates members on opportunities and services provided by the association and affiliates.
- D.** Highly qualified, skilled staff to provide convenient access to education, technology and resources which help members exceed consumer expectations.
- E.** Collaborative leadership team with diverse perspectives to represent member interests at the local, state, and national levels and support growth and expansion of the REALTOR® footprint.

## ADVOCACY



- A.** Industry protection
- B.** Local, state, and national representation
- C.** Ability to address, mobilize, and advocate for members
- D.** A seat at the table and a voice that's heard
- E.** A sense of strong, meaningful community partnerships and alliances
- F.** Solidify VCCAR as an influential voice in issues impacting homeowners and the real estate profession Ventura County
- G.** Support policies that increase access to fair housing and meet supply demands
- H.** Educate members to expand the culture of investment in the REALTOR® Action Fund (RAF)

## CONSUMER OUTREACH



- A.** Enhanced member to community engagement by promoting the value that REALTORS® bring to a real estate transaction and to the communities we serve.
- B.** Recognition of the REALTOR® brand as the voice of real estate through consumer friendly, shareable data resources and information such as market statistic reports, industry trends and legislative updates.
- C.** Readiness to quickly respond and deploy help in crisis or disaster
- D.** Strategic alliances with community leaders and increased exposure and support for the growth and expansion of REALTOR® members as future community leaders.