

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

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

MEMBER ENGAGEMENT

- Career focused pathways which enhance both the leadership and professionalism of REALTOR® and Affiliate members.
- Experiential in-person and virtual programming, events, and specialized education from subject matter experts, covering all facets of the real estate industry.
- Clear, purposeful communication which educates members on opportunities and services provided by the association and affiliates.
- Highly qualified, skilled staff to provide convenient access to education, technology and resources which help members exceed consumer expectations.
- 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

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

CONSUMER OUTREACH

- Enhanced member to community engagement by promoting the value that REALTORS® bring to a real estate transaction and to the communities we serve.
- 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.
- Readiness to quickly respond and deploy help in crisis or disaster
- Strategic alliances with community leaders and increased exposure and support for the growth and expansion of REALTOR® members as future community leaders.