

2026 STRATEGIC PLAN

Empowering Realtors® to Lead, Advocate and Thrive

OUR STRATEGIC PURPOSE

MULTIPLE LISTING SERVICE



Ensure MLS systems, policies and education support professionalism, innovation and market integrity.

- Deliver customized training solutions for CRMLS.
- Provide updates on dynamic shifts within industry.
- Educate and engage to increase member competency and data integrity.
- Vet new products and services.
- Facilitate direct input from VCMLS participants and subscribers to CRMLS committees.



ADVOCACY

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

- Strengthen VCCAR role as a respected voice in housing policy discussions.
- Expand grassroots engagement.
- Cultivate meaningful partnerships with government agencies, community organizations and regional coalitions.
- Increase understanding of the REALTOR® Party, legislative issues and advocacy work.



ORGANIZATIONAL SUSTAINABILITY

Ensure long-term sustainability of a high-performing organization through strong financial stewardship, talent development and diversified revenue strategies.

- Maintain strong financial stewardship.
- Invest in staffing, leadership development and operational infrastructure.
- Strengthen governance effectiveness through board development, policy and roles, and strategic oversight.
- Leverage technology, data and process improvements for improved efficiency.
- Ensure adherence to NAR Core Standards.
- Prepare for evolving industry and organizational changes.

VENTURA
COUNTY



COMMUNITY AND
CONSUMER RELATIONS

Position REALTORS® as trusted community leaders and elevate awareness of VCCAR's role in supporting housing, economic development and consumer understanding.

- Strengthen consumer awareness of REALTOR® value.
- Enhance consumer understanding of housing issues.
- Increase public access to market data, trends and resources.
- Expand partnerships and outreach for housing equity and community well-being.
- Support member involvement in volunteerism, civic engagement and local leadership.

MISSION

Serve as the local advocate for private property rights, housing, and our members.

VISION

Pursue the highest standards in service, professionalism, and ethics.

CULTURE

We are inclusive. We listen.
We care. We serve.
We lead. We embrace
and drive change.

CORE SERVICES

Industry Awareness
& Preparedness
Real Estate Advocacy
Engagement
Visionary Leadership



MEMBER
ENGAGEMENT

Strengthen member success by advancing education, leadership pathways and meaningful engagement.

- Career-focused pathways:
 - Enhance leadership of REALTOR® and Affiliate members.
 - Strengthen broker relationships.
 - Expand the VCCAR influence and member engagement.
- Experiential in-person and virtual programming, events and specialized education:
 - Coordinate travel arrangements for C.A.R. events.
 - Explain importance of strength of three-way agreement.
 - Incorporate DEI and Fair Housing elements in education and political action work.
- Skilled staff to exceed consumer expectations:
 - Provide access to education, technology and resources.
 - Communicate membership services and benefits clearly.
 - Update talking points for member FAQs.
 - Inform committees of FAQs.
- Collaborative leadership team:
 - Provide diverse perspectives to represent member interests.
 - Support expansion of REALTOR® footprint.
 - Incorporate RAF promotion along with explanation of benefits.

Serving Our Members

MEMBERS-ONLY BENEFITS

CONTINUED EDUCATION

MEANINGFUL ENGAGEMENT

COMMUNITY CONNECTION