

# Strategic Plan

## 2014 - 2017

### MISSION STATEMENT

The Santa Clara County Association of REALTORS® (SCCAOR) exists to meet the business, professional and political needs of its members and to promote and to protect private property rights.

### VISION STATEMENT

To be the most credible resource for real estate related issues in the markets we serve.

#### Membership Services & Satisfaction

Engaging our members and providing them the resources and opportunities to improve their business.

##### Strategies

1. Make SCCAOR the recognized local resource for global real estate and multi-cultural clients.
2. Communicate with a unique voice and message across e-mail & social media platforms.
3. Maintain a productive and responsive relationship through face to face connections with our members.
4. Replace underperforming programs with updated programs that better fit the needs of an ever-changing market place.

#### Advocacy for REALTORS® & Property Owners

Energize our members and their clients to actively participate in government affairs that affect private property rights, homeownership, and the real estate profession as a whole.

##### Strategies

1. Clarify the role that SCCAOR plays in protecting private property rights and homeownership in the eyes of our members and the general public.
2. Provide the opportunity for our members and their clients to engage with elected officials and candidates.
3. Encourage and support members to obtain appointed or elected positions.

#### Education & Professional Development

Provide members the means to attain a minimum standard of excellence by developing core competencies and providing business specialty training.

##### Strategies

1. Establish minimum standards for our membership in order to abrogate bad business practices.
2. Provide members with resources and opportunities to develop core competencies expand their business opportunities.

#### Public & Community Relations

Increasing the public's understanding of the value and contribution of REALTORS® within our communities.

##### Strategies

1. Personalize the relationship of the REALTOR® to the consumer.
2. Develop partnerships with other common interest organizations.
3. Promote real estate as a good career.
4. Provide valuable homeownership resources to the consumer.
5. Positively impacting our communities through the goodwill of our members.

#### Organizational Excellence

Maximize our member's investments to deliver "remarkable" service & programs.

##### Strategies

1. Develop strong leadership that represents us at the local, state, & national levels.
2. SCCAOR shall be a visible industry leader in the region.
3. Expand marketshare and relevancy in our target markets.
4. Run an efficient and high performing organization.