

# Strategic Plan 2018–2020

## 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 protect private property rights.

## Vision Statement

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

### Member Services & Satisfaction

Engage our members and provide them the resources and opportunities to improve their business.

#### Strategies

1. Provide our members with resources to better service global & multicultural clients.
2. Provide members with resources that will help them better articulate their value position to their clients.
3. Provide our members with new resources that are easily accessible.
4. Improve communication with our Broker Community.

### Advocacy for REALTORS® & Property Owners

Energize our members & their clients to actively participate in government affairs issues that affect the real estate profession.

#### Strategies

1. Clarify the role SCCAOR plays in protecting private property rights and homeownership.
2. Engage and mobilize the public on pro housing related issues.
3. Support qualified members interested in participating in the political process.
4. Strengthen our ability to support candidates that are supportive of housing issues.

### Education & Professional Development

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

#### Strategies

1. Deliver high-quality digital content to members.
2. Be more active in the development of new REALTOR® members.
3. Bring our members the most relevant and cutting-edge technology.

### Public & Community Relations

Increase public understanding of the value and contribution of REALTORS® within our communities.

#### Strategies

1. Develop a consumer facing website to better represent the value of our REALTORS®.
2. Positively impact our communities through the goodwill of our members.
3. Be the local “Voice for Real Estate”.

### Organizational Excellence

Maximize member investments to deliver remarkable services and programs.

#### Strategies

1. Recruit and develop future leaders for our industry.
2. Aspire to be “top of mind” on all issues relating to housing.
3. Run an efficient and high performing organization.