

## MISSION

SCCAOR exists to meet the business, professional and political needs of its members and to promote and protect private property rights.



## STRATEGIC PLAN 2021 - 2023

## VISION

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



### Member Service & Satisfaction

#### Strategic Purpose

Remain hyper-focused on improving the member experience and delivering relevant resources in a variety of on-demand formats.

#### Strategic Objectives

- 1) Provide our members with valuable resources that will support their efforts in effectively servicing their clients.
- 2) Strengthen and expand relationships with our Broker Community.
- 3) Responsibly grow the membership to ensure that SCCAOR has the resources needed to provide our members "best in class" resources and services.



### Advocacy for REALTORS® & Property Owners

#### Strategic Purpose

Energize our members, their clients, and our communities to actively participate in advocacy issues that affect the real estate industry.

#### Strategic Objectives

- 1) Promote the role SCCAOR plays in protecting private property rights and increasing opportunities for homeownership.
- 2) Increase member participation in advocacy, political processes, and the REALTOR® Action Fund.
- 3) Recruit and empower candidates that embody REALTOR® Party values and strengthen support for REALTOR® Party ally elected officials.



### Professional & Career Development

#### Strategic Purpose

Continue to deliver a spectrum of professional and career development courses and programs that will continue to increase the level of professionalism in our industry.

#### Strategic Objectives

- 1) Create high-quality career advancing course content that can be delivered through multiple channels.
- 2) Offer a wide spectrum of skill courses and advanced curriculum that is positioned to elevate the level of professionalism and field practice of members.



### Public & Community Relations

#### Strategic Purpose

Increase the public's understanding that REALTORS® are a valuable resource and essential business partner in building strong communities.

#### Strategic Objectives

- 1) Be the trusted resource for the public on real estate related topics.
- 2) Positively impact our communities through the goodwill of our members.
- 3) Publicize the positive accomplishments of our REALTORS® as they invest their time and resources in improving the local communities in which they serve.



### Organizational Excellence

#### Strategic Purpose

Maintain a culture that fosters inclusiveness and provides "best in class" resources and services consistent with our organization's vision, values, and mission.

#### Strategic Objectives

- 1) Recruit and develop future leaders for our industry that better reflect the diversity of our membership.
- 2) Measure key performance indicators to ensure that we operate an efficient and high performing organization.
- 3) Leverage technology, staff development, and refinements in our process to improve our members' experience.