

2022 - 2024 Strategic Plan

MISSION:

To promote, preserve and protect home and real property rights; and be positive stewards of our community.

VISION:

Facilitate membership growth and involvement while maintaining our identity and independence.



Advocacy

Encourage all members to actively participate in the political advocacy efforts of the Salisbury/Rowan Association of REALTORS®



Consumer Outreach

Enhance the public's perception of REALTORS® and the Salisbury/Rowan Association of REALTORS® through community service and by being a source of knowledge on issues related to real estate and private property rights.



Member Success

Continue to develop and maintain the resources and environment necessary to foster the success of all members.



Member Engagement

Engage members with a culture and environment that is inclusive and inviting to ensure the long term strength of the Association.

- Promote all NC REALTOR® and NAR® Calls-for-Action and seek to maximize the response rate among members.
- Inform all members about political issues at the local, state and national levels and encourage their grassroots involvement.
- Encourage members to actively invest in NC RPAC.
- Actively engage the public in legislative and political issues that impact real estate, homeownership and related issues.
- Be the “Voice of real estate” in our market area by communicating market statistics and trends to the public.
- Promote fair housing, creating equal housing opportunities for all.
- Encourage REALTOR® involvement in community activities that make a difference in the quality of life in the area.
- Promote the value proposition of using a REALTOR®.
- Educate and uphold the REALTOR® Code of Ethics.
- Provide education opportunities that recognize emerging trends, best practices and the diversity of our membership.
- Communicate tools, resources and benefits available to members through NC REALTORS®, NAR® and other industry partners.
- Explore and educate emerging technology to help our members be successful and profitable.
- Ensure that the Association's Primary MLS remains effective and relevant to our member through feedback, training and monitoring of industry trends and innovations.
- Utilize committees in an effort to demonstrate the value of member involvement in achieving the Association's goals.
- Inform Brokers and Affiliate members of the benefits and services provided.
- Encourage involvement in Association programs and community events.
- Elevate our education, networking and leadership opportunities by encouraging involvement of new and existing members.
- Make it fun for members to be involved.