



# Greater Denton/Wise County Association of REALTORS®

## 2021-2023 Strategic Plan

**Mission:** *The purpose of the Greater Denton/Wise County Association of REALTORS® is to be the primary resource for our members' success and an advocate for the communities we serve.*



### Professionalism and Member Success



### Consumer Outreach



### Advocacy



### Member Engagement

**The Greater Denton/Wise County Association of REALTORS® will provide relevant and valuable tools and resources that contribute to the success of our members.**

**The Greater Denton/Wise County Association of REALTORS® will be a valued partner and resource to the communities we serve.**

**The Greater Denton/Wise County Association of REALTORS® will show the value, impact and need that advocacy initiatives have on REALTORS® and consumers.**

**The Greater Denton/Wise County Association of REALTORS® recognizes that member engagement is the value for the existence of the Association.**

#### Strategic Goals:

- Provide guidance to members on what it takes to be a successful REALTOR®.
- Articulate the value and opportunities available through the association that contribute to member success.
- Be a resource to increase member understanding of advancing technology in the industry.
- Elevate the level of professionalism and competence in our local marketplaces.
- Enhance leadership development resources that contribute to member success.

#### Strategic Goals:

- Educate consumers on the value of using a REALTOR®.
- Establish the Greater Denton/Wise County Association of REALTORS® as the leading resource on market knowledge.
- Promote community involvement efforts and identify opportunities to expand our presence in the community.
- Be a resource to consumers by enhancing our website and communication channels.

#### Strategic Goals:

- Educate members on the value of investing in TREPAC, creating resources for political campaigns and issues.
- Develop the process and procedures for adopting local, REALTOR® public policy positions in order for the Association to be the legislative voice community wide.
- Engage in political candidate and issues campaigns that impact real estate through act and vote efforts.
- Communicate the value of REALTOR® advocacy to consumers.

#### Strategic Goals:

- Embrace diversity, equity and inclusion in all Association programs, services, structures and opportunities.
- Utilize the Member Relations Committee to expand engagement opportunities.
- Increase and retain the number of members who are engaged in the Association.
- Engage members using multiple platforms for the delivery of information and services.