

gdwcar GREATER DENTON/WISE COUNTY ASSOCIATION OF REALTORS® 2024-2026 STRATEGIC PLAN

OUR 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

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

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.
- ✓ Assist members in articulating their value as a REALTOR®

CONSUMER OUTREACH

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

STRATEGIC GOALS:

- ✓ Educate consumers on the value of using a REALTOR®.
- ✓ Establish 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.

ADVOCACY

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

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.
- ✓ Assist members with the understanding of TRIP (Texas Real Estate Issues PAC) and how to utilize the funds available to support or oppose Local Issues.

MEMBER ENGAGEMENT

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

STRATEGIC GOALS:

- ✓ Embrace inclusivity in all Association programs, services, structure 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.