

Strategic Plan 2023-2024

Mission Statement:

Tri-County Suburban REALTORS® elevates member success through effective advocacy, quality education, value-added services, and promotion of the REALTOR® Code of Ethics.

1. Always move forward.

The future of our Association depends on our ability to evolve, adapt, and think ahead. We welcome innovation and focus on solutions. We ensure our members remain leaders in our industry.

CORE VALUES

2. Do the right thing.

Ethics are at the heart of what we do and at the core of the REALTOR® brand. Our professionalism is what sets us apart. We respect the principles of sustainability, including people, planet, and profit. We are proud of our virtues – trust, integrity, honesty.

3. For one. For all.

We are committed to fostering diversity, equity, and inclusion at every level of our organization. We value open-minded collaboration among all industry specialists that inspires shared visions and results in a consistent, unified message.

Professional Standards

Tri-County Suburban REALTORS® strives to enhance the level of professionalism of members by offering programs, services, and classes to assist members in providing higher standards and delivering superior customer service by:

- a. Offering members an authorized format for resolving professional disputes.
- b. Delivering business and career development programs through a variety of existing and emerging learning platforms.
- c. Securing the highest quality field-relevant experts to satisfy the interests and business needs of their members.

Advocacy

Members consistently strive to improve the quality of life in communities they serve through political action, philanthropic efforts, and leadership positions held by members. Tri-County Suburban REALTORS®:

- a. Supports the strategic vision of the Suburban REALTORS® Alliance to improve its effectiveness in influencing positive legislation.
- b. Educates members on the importance of participating in the political process and facilitates a culture for financially investing in RPAC.
- c. Encourages members to actively engage in responding to all Calls to Action from NAR, PAR and SRA.
- d. Promotes the difference that REALTORS® make through community involvement and advocacy initiatives for private property rights.
- e. Showcases the philanthropic efforts of members whose actions positively contribute to the quality of life in its communities.

Operational Excellence

Tri-County Suburban REALTORS® has a fiscally responsible and adaptive business structure that safeguards the interests of its members with the support of a highly skilled staff and dedicated leaders. Tri-County Suburban REALTORS®:

- a. Employs a highly skilled staff in a state-of-the-art facility that is adaptive to the future needs of its members and to the strategic vision of its business.
- b. Establishes a financially sound business strategy to prudently manage assets, diversify income streams, and proactively anticipate its business needs.
- c. Maintains a comprehensive financial plan to maintain a steady source of non-dues income to stabilize membership fees.
- d. Fosters a progressive business structure that cultivates future leaders, is responsive to its diverse audiences and has a culture that personifies ethical and professional business practices.
- e. Remains open to all growth and cooperative business opportunities that align with our overall philosophy.

Engagement

Tri-County Suburban REALTORS® has a comprehensive engagement strategy for its members to articulate the relevance and value of its services, benefits, and the REALTOR® brand. Tri-County Suburban REALTORS®:

- a. Shapes relevant services and benefits to drive member success and communicates their value through diverse outreach efforts.
- b. Communicates the value of being a REALTOR® to its members.
- c. Promotes the benefits of REALTORS® adhering to the higher standards of the Code of Ethics through outreach, volunteering, and relationship-building.