



NORTH SHORE REALTORS®

Strategic Plan 2022 - 2024

Advocacy

- ❖ Celebrate and communicate our victories and accomplishments to our REALTOR® members and the public
- ❖ NSR is the go-to resource on homeownership and private property rights with housing organizations, local government, and elected officials on the North Shore
- ❖ Increase REALTOR® Investment participation through RPAC and NAR PAF and exceed investment goals
- ❖ Proactively impact local ordinances, laws, and policy issues centered on homeownership and private property rights

Community Involvement

- ❖ Identify, establish, maintain, and strengthen NSR presence within the communities we serve, through partnerships and coalitions with local organizations and municipalities that are essential for promotion of NSR
- ❖ Enhance HBEC for online and multi-lingual course offerings

Diversity, Equity, & Inclusion

- ❖ Increase awareness within NSR of the importance of Diversity, Equity, & Inclusion
- ❖ Identify, consider, and expand yearly opportunities for DEI training
- ❖ DEI to be incorporated into planning, leadership development, and NSR membership
- ❖ Communication and member resources reflect Diversity, Equity, & Inclusion
- ❖ Develop relationships with community groups, elected officials, and the public to demonstrate NSR's commitment to DEI and Fair Housing

Leadership

- ❖ Support and prepare our REALTOR® members for success in their association and business leadership roles
- ❖ Provide a pathway from Orientation to active participation

Operational Excellence

- ❖ Maintain the NSR building, ensuring that finances can support the maintenance, management and renovations of the building
- ❖ Develop strategies to grow and safeguard NSR's operations and current and future financial resources
- ❖ Support a positive human resource environment which recruits and retains a diverse workforce, offers employee-valued HR benefits and professional development programs
- ❖ Explore and evaluate non-dues business income sources

Reach, Connection, & Engagement

- ❖ Provide varied and quality education to members, with a focus on highlighting members
- ❖ Resources are available for members to engage on their schedule to learn about the association or its activities
- ❖ Explore how members like to be communicated to, maintain/create regular communications in those channels, and implement an opt-in process
- ❖ Offer events which meet the needs of the membership. Enhance annual events and explore opportunity for new engagements

Real estate professionals fostering community. Educators. Leaders. Advocates. We are **North Shore REALTORS®**.