

PROFESSIONAL DEVELOPMENT: We will create a culture where members are committed to excellence in their real estate profession.

We will provide world-class real estate education.

We will propel our REALTORS® industry knowledge by communicating the value of the association.

We will increase colleague interaction.

We will educate our members on opportunities to embrace diversity and inclusion.

We will educate our members on REALTOR® safety.

CONSUMER OUTREACH & ENGAGEMENT: We will create a culture where members are engaged with the Greater Chattanooga community.

We will promote the value of using a REALTOR® and the REALTOR® brand.

We will foster a culture of community awareness and service.

ADVOCACY: We will be the center for all things property rights in the Chattanooga region and continue to be the Voice for Real Estate in Greater Chattanooga.

We will foster strong support of the REALTOR® Party to engage all members to vote, act, and invest

We will advocate for property rights (residential and commercial).

We will be on a first name basis with current and future community leaders.



STRATEGIC PLAN 2019-2021

MEMBER ENGAGEMENT: We will increase engagement at all levels of the Association through engagement of our managing brokers.

We will provide training resources specific to managing brokers.

We will provide programming and communications specific to managing brokers.

We will implement a Managing Broker recognition program.

We will cultivate a diverse make-up of all committees and strive to have least one managing broker on every committee, task force and PAG.

We will create a new member “drip campaign.”

COMMUNICATIONS: We will regularly communicate the membership value proposition.

We will have a social media campaign/calendar.

We will regularly communicate core member benefits and services.

We will implement texting as a membership communications platform.

We will incorporate the strategic plan into all aspects of the Association.

DATA & TECHNOLOGY: We will provide access to current technologies for providing members services and ensuring comprehensive, accurate data for real estate transactions.

We will maintain the integrity of the MLS through compliance and education.

We will invest in technologies to provide core services and “meet the member where they are.”

CODE OF ETHICS & PROFESSIONALISM: We will foster a culture of professionalism.

We will promote the REALTOR® Code of Ethics to new and existing members.

We will enforce the Code of Ethics with trained, equipped committee system and professional staff.

FINANCIAL SOLVENCY, GOVERNANCE, AND SUPPORT OF REALTOR® ORGANIZATION:

Our governance structure ensures for professional administration of core services, including current policies, compliance with state and national standards, and support of state and national efforts.

We will ensure our paid staff and volunteer leadership are effective and current on association management and industry trends.

We will remain financially solvent and manage risks.

We will support the state and national association.



**GREATER
CHATTANOOGA
REALTORS®**