



**GREATER
CHATTANOOGA
REALTORS®**

Strategic Plan 2025-2027

MISSION

Elevating Member Excellence, Community Engagement & Advocacy

ORGANIZATIONAL PILLARS

Leadership

Reach, Connection & Engagement

Member Wellness

Professional Advancement

Organizational Excellence

Advocacy

LEADERSHIP

Identify, train, mentor, and support leaders.

Articulate the ROI of volunteerism.

Promote members as the subject matter experts (SMEs) in the industry and beyond.

Recognize members as the cadre of world-class subject matter experts, rooted in experience, data, and competence.

REACH, CONNECTION & ENGAGEMENT

Target personalized communication to reach members.

Ensure cultural sensitivity in all areas (communications, professional development, and core values, etc.)

Engage members for life (onboard new members and reboard existing members).

MEMBER WELLNESS

Partner with members in pursuit of wholeness (wellness), specifically in resources and programming.

Engage a comprehensive strategy to arm members with life skills, tools, and strategies.

Demonstrate and show members how to articulate their value (no cost) to consumers.

PROFESSIONAL ADVANCEMENT

Promote and equip members with the tools, skills, and competencies to grow and succeed.

Create a culture of promoting excellence in the profession, being engaged in the community, and being the center of all things re: property rights.

Deliver educational training that is timely and appropriate (in the vehicle/manner that is effective).

Provide training and enforcement of the REALTOR® Code of Ethics and Fair Housing.

Teach members to better articulate their value success.

ORGANIZATIONAL EXCELLENCE

Steward the organization's growth, resources, and members' time.

Provide necessary physical, financial, and human resources.

Deliver Multiple Listing Services (MLS) that will be an accurate, reliable source of data for members in providing a platform for cooperation and distribution of information.

Measure outcomes and report results. Govern with transparency.

Act with nimbleness and with efficiency.

Be the recognized, respected, and trusted reliable source for real estate information.

ADVOCACY

Promote and protect home ownership, private property rights, and attainable housing.

Elevate community engagement: REALTORS® are committed to building safe, vibrant, and sustainable communities and neighborhoods.

Articulate the value of REALTORS® for consumers – teach consumers why we matter (weekly President's columns, ad space, and social media).

Position REALTORS® as subject matter experts.

Increase RPAC participation and responses to Calls For Action

Encourage REALTORS® to participate in all levels of government, both appointed and elected.