



SRAR Strategic Plan

VISION

To be the association of choice for real estate professionals.

MISSION

The Southland Regional Association of REALTORS®, Inc. is the “voice for real estate” in the San Fernando and Santa Clarita valleys. Our mission is to provide products and services to our members so that they may successfully pursue the real estate profession with fairness, competency and high ethical standards and promote the preservation of real property rights.

PRIMARY VALUES

- Professionalism
- Cooperation
- Excellence
- Leadership
- Quality
- Integrity

STRATEGIC OBJECTIVES

To maintain an organization structure that provides members with opportunities for leadership development and encouragement to grow.

- Continually review association bylaws, rules and regulations to make sure they are in compliance with the law and state and national association policy.
- Provide a committee structure that encourages participation, is inclusive of all segments of our membership and is focused on developing products and programs relevant to our member’s needs.
- Reward members for their involvement and provide opportunities for advancement through committee leadership, election to the board of directors and state and national association appointments.
- Maintain the fiscal health of the association through financial planning and oversight.
- Provide a professional staff and facilities necessary to carry out the goals and objectives of the association.

Provide relevant tools for business success.

- Improve the association’s multiple listing service including data integrity, and expand its areas of coverage.
- Continue to expand and improve services to members involved in real estate specialties such as commercial, property management, etc.
- Provide education programs that are inclusive of all members’ specialties, levels of experience and current with market conditions.
- Make products and services available through the real estate store and other means that are cost competitive and focused on member needs.

Encourage and maintain high ethical standards among members.

- Educate members on the Code of Ethics and the importance of adhering to it.
- Administer the Grievance and Professional Standards system, including mediation services, to provide a fair, impartial vehicle for the public and members to adjudicate disputes.
- Educate the public of the benefits of dealing with a REALTOR® who adheres to the Code of Ethics.

Maintain ongoing communications with members.

- Keep members informed through printed and electronic newsletters and the association’s website.
- Increase communications with Responsible REALTORS® and Broker/Owners through regular meetings, targeted electronic communications and requests for feedback and input.
- Schedule volunteer and staff leadership to attend office meetings and other in-person opportunities to communicate with members and get feedback.
- Constantly provide member communications and information through excellent technology such as an interactive website, email, and mobile devices.
- Develop a system of surveys, list serves and blogs to encourage member participation and awareness.
- Provide networking opportunities that encourage member involvement and interaction.

Present a positive image to the public and establish the association as the “voice for real estate” in the community.

- Constantly promote the value of dealing with a REALTOR® through the local media.
- Promote the association’s charitable and civic activities and involvement in other community and business organizations.
- Publicize the good works the association and its members do through the media.
- Establish the association as the source for relevant market statistics and data to the media, public, educational institutions and other public and civic organizations.
- Keep the public informed of market conditions, proposed or approved legislative or legal actions and economic developments that affect home ownership and real property rights.

Preserve and protect real property rights and our members’ ability to do business.

- Maintain a constant, active governmental affairs program through member involvement and professional advocacy.
- Increase member awareness and participation in CREPAC, RPAC and IMPAC.
- Develop and maintain a member mobilization system including participation in calls to action through the REALTOR® Action Center.
- Keep members aware of issues affecting property rights and their business, and the association’s position on these issues.
- Constantly communicate with elected officials at all levels of government to keep them abreast of association policy and positions on real estate issues.
- Develop and maintain relationships with other industry and civic groups and solicit their cooperation and support on issues of mutual concern.

Encourage home ownership among all constituencies.

- Strive to attain membership involvement and leadership that reflects the diversity of the community that it serves.
- Provide education and social programs that focus on understanding diversity.
- Increase home ownership through housing opportunity programs, first time buyer’s grants and public education programs.
- Through the SRAR Charitable Foundation, continue to support charities that focus on housing.