

# STRATEGIC PLAN



## MISSION

The Mission of the Mountain Lakes Board of Realtors (MLBOR) is to provide service, education and support to its REALTOR® members; to be a community of influence for the advancement of real property rights; and to promote a positive REALTOR® image by being active and engaged in the community.



## ADVOCACY

Following NAR's "Vote Act Invest" program, MLBOR will be seen by its members, the public media, elected and appointed officials as the leading advocate for private property ownership.



## CONSUMER OUTREACH

Mountain Lakes Board of Realtors® is recognized for the value to the community based upon its significant community outreach.



## DIVERSITY, EQUITY & INCLUSION

Mountain Lakes Board of Realtors® fosters a culture where diversity and inclusion are integrated into our core values. We are committed to equally serve all of our members as they fulfill the dream of home and property ownership in America.



## FAIR HOUSING

MLBOR will support all members in offering equal professional service without regard to the race, color, religion, gender (sex), disability (handicap), familial status, national origin, sexual orientation or gender identity of any prospective client, customer, or of the residents of any community.



## MEMBER SERVICES

MLBOR is recognized for providing superior membership value based upon its high quality of customer service and valuable relevant services to its members.

Mountain Lakes Board of REALTORS®  
**Strategic Plan**  
**2023-2025**

***MISSION:***

The mission of the Mountain Lakes Board of REALTORS® (MLBOR) is to provide service, education, and support to its REALTOR® Members; to be a community influencer for the advancement of real property rights; to include diversity, inclusion and equity to ensure the well-being of our community and to promote a positive REALTOR® image by being active and engaged in the community.

1. **CONSUMER OUTREACH GOAL** - MLBOR is recognized for its value to the community based upon its significant community outreach.
  - A. **OBJECTIVE: COMMUNITY INVOLVEMENT** - Promote the value proposition of using a REALTOR® and/or engage in community activities that enhance the image of the REALTORS®.
    - I. **Strategy:** Continue support of the annual downtown Murphy Halloween event for children; ensure media coverage by newspaper, radio, and television.
    - II. **Strategy:** Continue support for the Cherokee County Interagency Coalition
    - III. **Strategy:** Plan and execute on at least two additional activities annually benefitting the larger Mountain Lakes Board community (e.g., Blood Drive, Raising funds for school supplies, Sock Drive); promote and communicate this information regarding MLBOR community outreach through various community outlets.
    - IV. **Strategy:** Continue the scholarship program for area high school students.
  - B. **OBJECTIVE: VOICE FOR REAL ESTATE** - MLBOR will be the “Voice for Real Estate” in Murphy and the surrounding market area and will promote market statistics and/or real estate trends and related issues focusing on the impact on consumers.
    - I. **Strategy:** Continue to offer sales statistics to the appropriate media outlets, community organizations and to the members keeping MLBOR REALTORS® visible to consumers and potential consumers of real estate.
    - II. **Strategy:** Encourage members to utilize both the REALTOR® logo and the MLBOR logo in all advertising to the public.
    - III. **Strategy:** Communicate and encourage members to communicate important messages regarding real property rights and the consumers’ ability to own, improve, upgrade and/or transfer real property utilizing NAR’s media talking points and NAR’s That’s Who We R materials.
    - IV. **Strategy:** Add the free REALTOR® Content Resource widget to MLBOR’s consumer facing website to stream original homeownership content from HouseLogic.com (<http://members.houselogic.com/start/>).
    - V. **Strategy:** Include NAR’s digital ad banner on the MLBOR website.

2. **ADVOCACY GOAL** - Following NAR’s “Vote, Act, Invest” program, MLBOR will be seen by its members, the public, media, elected and appointed officials as the leading advocate for private property rights and real property ownership.
  - A. **OBJECTIVE: VOTE** - Utilize REALTOR® Party resources to ensure that members and consumers alike are registered to vote and participate in the election process.
    - I. **Strategy:** Coordinate a voter registration campaign for all MLBOR members as well as members of the community.
    - II. **Strategy:** Encourage members to include voter registration packets in their buyer’s packets or closing packets.
    - III. **Strategy:** Create and execute on a Get Out the Vote effort.
  - B. **OBJECTIVE: ACT** - Expand and support property rights, housing, and real property ownership by providing active campaign assistance to REALTOR® supportive candidates and ensuring that MLBOR members are active in the political process.
    - I. **Strategy:** Conduct or participate in Candidate Forums in the community and ensure that members are educated about the candidates’ positions on issues important to real property rights and the real estate industry.
    - II. **Strategy:** Promote and utilize programs provided by the North Carolina Homeowners Alliance and seek appropriate training from NCAR's field team on the efforts of the North Carolina Homeowners Alliance.
    - III. **Strategy:** Set up meetings with the County Commissioners to discuss issues vital to improving the economic health of the real estate industry; ensure that at least one member of the board attends County Commissioner meetings and reports efforts of the County Commissioners back to the MLBOR Board of Directors.
    - IV. **Strategy:** Conduct outreach to elected officials through the distribution of the “On Common Ground” publication.
    - V. **Strategy:** Continue utilization of Independent Expenditure funding for local candidate campaigns.
    - VI. **Strategy:** Achieve participation rates on NAR and NCAR calls for action that are better than the average national and state participation rates, respectively.
    - VII. **Strategy:** Promote and encourage Realtor Party website at meetings, new member orientation and educational events to increase participation in Calls for Action.
    - VIII. **Strategy:** Encourage brokers to participate in the Broker Involvement Program; utilize the Broker Involvement Program to communicate and activate the NCAR and NAR Calls for Action; request brokers to share, repost, re-tweet etc. Calls for Action on their social media sites if response time permits.
    - IX. **Strategy:** Utilize association communications vehicles (Phone, Website, Email and social media, etc.) to promote response to Calls for Action.
    - X. **Strategy:** Identify local issues and programs that are appropriate for My REALTOR® Party grants (e.g., Homeownership, Smart Growth, Diversity, Place Maker, etc.) and-utilizing NCAR’s grant writer, apply for funding; plan and execute programs once the grants are received.
    - XI. **Strategy:** Investigate the application and use of Issues Mobilization Funding to build a coalition around support of funding a train stop/tourist development in Murphy.

- C. **OBJECTIVE: INVEST** - MLBOR will create a plan for increased and impactful communication and education regarding the value of RPAC investments by its members.
- I. **Strategy:** Prepare and distribute annual dues billing inclusive of NCR's voluntary above the line per member RPAC investment.
  - II. **Strategy:** At least 6 times each year, include on the website and in an e-newsletter information regarding the value of investing in RPAC utilizing real life examples illustrating how RPAC has positively impacted the real estate industry.
  - III. **Strategy:** Distribute RPAC brochures and legislative update reports at every membership meeting, educational event, new member orientation, etc.; utilize NCR staff to assist with the promotion of and fundraising for RPAC.

3. **DIVERSITY, EQUITY & INCLUSION GOAL** – To promote DEI within MLBOR by creating inclusive opportunities for all our members to become involved and active with the association.

- A. **OBJECTIVE** – Create an environment in which all our members can feel valued, included, and empowered to bring great ideas to the table.
- I. **Strategy:** Foster a more welcoming culture and membership engagement efforts at MLBOR events
  - II. **Strategy:** Strive to always maintain a welcoming culture of inclusivity for as many diverse thoughts and ideas as we can;
  - III. **Strategy:** Strive to improve racial and gender diversity in our line-up of speakers in meetings
  - IV. **Strategy:** Strive to ensure that there is a diverse representation of membership makeup on all MLBOR committees
  - V. **Strategy:** Expand efforts to include and retain racially and ethnically diverse members within our Association
  - VI. **Strategy:** Strive to deliver the DEI message to hearts and minds of our members and community

4. **MEMBER SERVICES GOAL** - MLBOR is recognized for providing superior membership value based upon its high-quality customer service and valuable, relevant services to its members.

- A. **OBJECTIVE** - Develop an innovative program for building membership and encouraging member participation.
- I. **Strategy:** Invite new members to social events and encourage current and past leadership to engage them in discussions regarding the business value of involvement (e.g., greater knowledge, ability to receive referrals, travel to meetings outside the market area etc.); ensure that members from all communities served by MLBOR are included.
  - II. **Strategy:** Actively recruit leadership for the committees and the Board of Directors; establish an expectation that each leader will identify at least one other member to replace them in their respective position, ensuring qualified leadership on the committees and on the Board of Directors into the future; ensure that there is representation from a broad spectrum of firms and from all communities served by MLBOR.
  - III. **Strategy:** Create a welcoming environment for members within MLBOR; committee chairs to welcome members at events and activities; provide committee descriptions to interested members; identify member talent and interests; ask members to volunteer.

- IV. **Strategy:** Continue Affiliate Expo; include the Homeowner Alliance representatives and provide seminars on homeownership. (NC Housing Foundation, Legal Aid of NC)
- B. **OBJECTIVE** - MLBOR will encourage members to improve their skills and professionalism by providing high quality educational resources to its members.
- I. **Strategy:** Continue providing relevant education and disseminating substantive information at all membership lunches.
  - II. **Strategy:** Continue to offer designation education in conjunction with NCR.
  - III. **Strategy:** Encourage annual participation by an upcoming leader in NCR's Leadership Academy.
  - IV. **Strategy:** Provide member training on the NAR Code of Ethics and track member training compliance.
  - V. **Strategy:** Continue multi-board partnerships with Carolina Smokies and Land of the Sky Association
  - VI. **Strategy:** Maintain trained Professional Standards and Grievance Committees.
  - VII. **Strategy:** Continue to offer mediation through contracted local professionals.

**Strategic/Business Plan Certification**

This Strategic/Business Plan includes Consumer Outreach, Advocacy, and DEI components and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR as part of CORE Standards Compliance.

Board of Directors approval Date: \_\_\_\_\_

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 President Signature

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 Date

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 President-Elect Signature

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 Date

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 Association Executive Signature

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 Date