



# KCRAR Strategic Plan 2020-2022

## Our Mission

To serve as the regional voice of real estate and property rights while providing innovative resources, tools and education focused on member success and professionalism.

## Our Values

- Operate with integrity, transparency & fiscal responsibility
- Promote inclusivity
- Remain a member-focused organization
- Collaborate & partner where beneficial
- Respect & appreciate members, volunteers, and staff
- Communicate in a highly effective & measurable way

### Voice of Real Estate



KCRAR is the voice of real estate through strong advocacy programs, industry leadership and strategic partnerships.

### Sound Operations



KCRAR is a robust member-centric association with sound operations, finances, professional staff and volunteer leaders.

### Professional Development



KCRAR delivers programs that develop professional members, leaders, and volunteers.

### Valuable Member Services



Members are aware of, value, and utilize KCRAR services.

### Community Involvement



KCRAR has a visible and positive impact on the communities members serve.

## Objectives

### Media Relations Growth

Enhance a media relations program to position KCRAR as the voice for real estate, ensuring that both traditional and social media formats are utilized.

### Proactive Public Policy

Be the proactive leaders in influencing real estate public policy while maintaining an effective authoritative and visible political and policy advocacy effort.

### Engaging with Government Officials

Inform and educate members and key stakeholders on the importance of engagement with government on real estate property and other key real estate issues of priority for the association.

### Effective Communication

Utilize all communication channels to inform and update members and other key groups through regular notifications to share information and increase engagement.

## Objectives

### Transparent Stewards

Ensure the Board of Directors are transparent stewards of association resources.

### Volunteer Recruitment

Develop a volunteer recruitment process for identification of topic-specific volunteer experiences

### Staff Recognition

Develop a staff recognition program to share with members.

### Staff Professional Growth

Empower staff with ongoing professional growth and customer service training.

## Objectives

### Member Education

Offer exceptional, innovative, and tailored education designed to enhance members' professionalism and business success.

### Application of the Code of Ethics

Elevate members' professionalism through the understanding and application of the Code of Ethics.

### Broker Engagement

Develop a training program specifically designed for managing brokers and broker-owners to increase their business knowledge and professionalism.

### Business Resources

Provide access to external business resources for member success.

## Objectives

### Member Communication & Engagement

Utilize all communication channels to inform and update members and other key groups through regular notifications to effectively share information and engagement.

### Member Experience

Provide real examples of and testimonials by members who use the tools and resources offered.

## Objectives

### Consumer & Community Engagement

Create a robust communication strategy to broadcast KCRAR and member community involvement.

### Enhance Partner Relationships

Leverage our partner relationships to increase awareness of community involvement.

### Member Service Experience

Foster a culture of service-minded members.