

# STRATEGIC PLAN 2017-20

**VISION:** The Coastal Mendocino Association of Realtors® is the local real estate resource for our members, community and local government.

**Mission:** The Coastal Mendocino Association of Realtors® is the local “Voice for Real Estate” by ensuring membership professionalism, protecting property rights and promoting ownership of real property.

**OUTREACH:** CMAR promotes consumer and community involvement and outreach.

- Education and information is made available to the public through actions.
- Community involvement is enhanced to promote the value proposition of using a REALTOR®.
- Community investment is heightened through organizing human resources or fundraising for the benefit of local charitable/community organizations.

**ADVOCACY:** Coastal Mendocino Association of Realtors® is viewed by the public, media, and local elected and appointed officials as the leading advocate for private property rights and real property ownership.

- All members understand the importance of involvement in political action and strive for 100% participation in RAF fund raising. Members are involved in local political and nonprofit organizations.
- CMAR provides information and monitors all proposed regulations and planning decisions at the local and county levels, monitors and provides input at all planning levels.
- CMAR supports local candidates that are supportive of the Realtor® ideals, and support private property rights. CMAR maintains open relations with all elected officials and staff of all local government and nonprofit agencies
- CMAR is the “go to” source for all things Realtor® to all agencies and news organizations.

**PROFESSIONALISM:** CMAR members maintain a high level of professionalism.

- Members understand, value and promote the Realtor® code of ethics.
- Members are educated and actively involved in the association and community.

**EXCELLENCE:** CMAR office staff, board and committee members maintain professional excellence.

- Planning is an ongoing process to provide security and relevance of the association.
- Communication is timely and relevant to members and community so that they are apprised of relevant information.
- Education is provided to keep members up to date and knowledgeable of the Real Estate industry.