



Strategic Plan 2021 - 2024

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.

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



Advocacy

- Advocate for REALTOR® issues at National, State, and Local Levels.
- Educate members to expand the culture of investment in the REALTOR® Action Fund.
- Support candidates for elected or appointed office who share our property rights values.
- Champion Fair Housing.



Professionalism

- Promote and Support the Code of Ethics and C2EX.
- Provide compelling informational and educational opportunities to support continued professional development and foster leadership advancement.
- Invest in the professional development of our leadership and staff.



Engagement

- Communicate the value of REALTORS® to consumers.
- Be the “Voice of Real Estate” by delivering information to enhance the REALTOR® brand.
- Elevate the REALTOR® image through community involvement and investment.
- Articulate CMAR’s value proposition to its members.
- Collaborate as an ally to advocate for diversity, equity, and inclusion in real estate.



Leadership

- Develop REALTOR® leadership to advocate and collaborate to protect real property rights.
- Heighten our influence by creating, maintaining, and leveraging the relationships of REALTORS®, other organizations, and the general public.
- Cultivate increased and broader participation to identify and support future leaders.

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