

2020 – 2022 STRATEGIC PLAN

WHO WE ARE:

MISSION

The Northeast Tennessee Association of REALTORS® empowers members to achieve success in real estate.

VISION

The Northeast Tennessee Association of REALTORS® is the trusted source for real estate in the communities our members serve.

VALUES

The Northeast Tennessee Association of REALTORS® is:

*Member-focused
Community-minded
Collaborative
Innovative
Connected*

Goal 1. REAL ESTATE ADVOCACY: NETAR advocates for private property rights and ownership in the communities our members serve.

Objective 1.1: **Advocacy and RPAC:** NETAR will annually achieve advocacy core standards and state and national RPAC fundraising goals through the effective use of NAR's REALTOR® Party resources.

Objective 1.2: **Advocacy Voice for Real Estate™:** NETAR is the *Advocacy Voice for Real Estate™* at the local level of government by: 1) proactively influencing real estate policies, 2) cultivating relationships with elected officials, 3) building coalitions with like-minded organizations and 4) supporting REALTOR® friendly candidates.

Goal 2. BUSINESS SUCCESS: NETAR provides superior customer service during members' careers through efficient and reliable delivery of relevant services.

Objective 2.1: **Professional Development:** NETAR provides education to build sustainable businesses for every stage of members' real estate careers.

Objective 2.2: **Communications, Information and Business Data:** NETAR provides clear and concise information through traditional and emerging platforms so members may obtain user-friendly deliverables for their business needs.

Objective 2.3: **Professional Standards:** NETAR enhances members' professionalism through an awareness and understanding of NAR's Code of Ethics. NETAR will ensure compliance with, and enforcement of, NAR's Professional Standards policies and procedures.

Objective 2.4: **Specialty and Leadership Services:** NETAR engages its diverse members in purposeful activities that enhance their businesses and cultivates leadership skills.

Goal 3. COMMUNITY ENGAGEMENT: NETAR is recognized as the *Voice for Real Estate*™ and has a visible and positive impact in the community our members serve.

- Objective 3.1: **Digital Presence:** NETAR will advance its digital presence to positively impact members and enhance public awareness and understanding of the importance of real estate to a vibrant community.
- Objective 3.2: **Published Real Estate Information:** NETAR will seek and obtain recognition and attribution for published community real estate information.
- Objective 3.3: **Voice for Real Estate® :** NETAR promotes the association and the REALTOR® image to the public.
- Objective 3.4: **Economic Development:** NETAR enhances and supports member involvement in economic development organizations and activities.
- Objective 3.5: **Coalitions:** NETAR will create and enhance partnerships with community, civic, educational and other organizations with shared and/or aligned missions.
- Objective 3.6: **Community Service:** NETAR demonstrate members' commitment to the community through involvement in selected community initiatives, events, service projects and contributions.

Goal 4. ORGANIZATION AND GOVERNANCE: NETAR is a dynamic Association with sound finances and operations, dedicated volunteers, professional staff and an efficient and effective governance structure.

- Objective 4.1: **Finances:** NETAR is a financially healthy organization which includes adequate reserves, financial transparency, and sound accounting and budgetary policies and processes.
- Objective 4.2: **Operations and Systems:** NETAR will develop strategies to enhance and safeguard its facilities, operations, internal information technology and communication systems.
- Objective 4.3: **Governance:** NETAR will annually review and update (as needed) governance documents, including the Bylaws, Policy Manual and the Strategic Plan.
- Objective 4.4: **Human Resources:** NETAR will provide the resources necessary to ensure it has exceptional professional staff, who are dedicated to serving the members.
- Objective 4.5: **Volunteer Leadership:** NETAR will recruit, prepare and involve volunteer leadership, who represent the diverse interests of the members.
- Objective 4.6: **REALTOR® Relations:** NETAR will engage in partnership and programs with other real estate associations with aligned interests, and which serve the members' needs.