



Greater Louisville Association of Realtors®

# 2017-2020 STRATEGIC PLAN



## MISSION

The core purpose of the Greater Louisville Association of Realtors® is to help its members be more profitable and successful.

## VISION

Greater Louisville Association of Realtors® members are recognized for the highest standards of professionalism and cooperation.

## PILLARS OF GLAR

### Professionalism and Education

The preeminent source for professionalism and education.

### Programs and Services

Delivering valuable programs and services to support member success and profitability.

### Community Engagement

Improving awareness of the importance of Realtors®.

### Advocacy and Influence

Representing the interests of real estate and Realtors®.



## STRATEGIES

- **Competency** - Support increased competencies in the profession to improve the end-customer experience.
- **Education** - Position GLAR as the premier resource for real estate education, training and career development.
- **Emerging Professionals** - Invest in developing young and emerging professionals through YPN and Leadership Institute.
- **MLS** - Position the MLS for relevance and integrity for the long-term.
- **Delivery** - Develop delivery platforms to serve members' needs efficiently.
- **Value Proposition** - Maintain a proactive, visionary approach to identifying and meeting evolving needs of the profession.
- **Real Estate Community** - Serve the needs of the various real estate disciplines.
- **Awareness** - Demonstrate the value of the Realtor®.
- **Involvement** - Promote involvement in the communities in which active members serve, work and live.
- **Information Resource** - Serve as the primary source of real estate data and information.
- **Leadership** - Develop the leaders needed for our communities and the Realtor® association structure.
- **Influence** - Sustain a strong governmental affairs presence to protect the interests of home ownership and property rights.
- **Realtor® Party** - Maximize support of the REALTOR® Party and RPAC.
- **Awareness** - Improve awareness of GLAR's role in representing and protecting Realtors®.
- **Collaboration** - Collaborate with allied organizations.

