



STRATEGIC PLAN

2021 - 2023

MISSION

The Greater Louisville Association of REALTORS® empowers members with resources to achieve professional excellence.

VISION

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

VALUES

MEMBER-FOCUSED

GLAR is focused on supporting, connecting, and providing solutions to its members.

COMMUNITY-MINDED

GLAR is committed to partnering with other organizations to improve housing availability, affordability, and economic development in the communities in which its members live and work.

TRUSTED PARTNER

GLAR is a respected, reliable, open and trusted partner to its members, related organizations and the public.

INCLUSIVE

GLAR embraces the diversity of its members and the communities they serve and strives to ensure that all feel welcomed and appreciated.

INNOVATIVE

GLAR strives to be a forward-thinking, strategic, adaptive, and innovative organization.

STRATEGIC GOALS

ADVOCACY & INFLUENCE

GLAR advocates for real estate issues that impact their members and the communities they serve.

OBJECTIVES

Continue to interview and endorse candidates who support REALTOR® issues.

Raise member awareness of RPAC and its benefits and ensure that required aspects of NAR's Vote, Act, & Invest components are addressed.

Encourage harmonious relationships between GLAR and members with other business associations with common goals such as: Government entities, housing inventory, fair housing, and private property rights, etc.

Create advertisements to educate the public about the value added by real estate agents.

Create partnerships with public and private entities to enhance and improve blighted properties.

BUSINESS SUCCESS

Members are aware of, value and utilize GLAR education, business programs, services, and tools that enhance member success, prosperity, and relevance.

OBJECTIVES

Identify and engage three MLSs for possible merger or shared services.

Broaden education offerings, including non-CE courses, and include additional media avenues to allow for more on-demand education.

Continue to explore ways to engage members with new methods of communication.

Seek feedback on major forms changes from the general membership using surveys or other avenues.

Review current showing and lockbox options for possible improvements or vendor changes.

Develop an MLS specific service to host virtual tours/videos for our membership.

COMMUNITY ENGAGEMENT

GLAR promotes a REALTOR®'s value to the community, provides reliable information to and invests in the community through its involvement and charitable activities.

OBJECTIVES

Promote the value and knowledge of REALTORS® to the community.

Create a culture within our membership of the importance of volunteerism and strategies to increase community engagement.

Collaborate with new organizations and strengthen existing relationships within the community.

Serve as a primary resource to educate on achieving homeownership and other important real estate industry information.

Increase education for, raise awareness of, and increase engagement to REALTORS® in underserved parts of our city.

Create outreach and educate the community on homeownership opportunities in underserved areas.

Identify key stakeholders to join GLAR in order to get community buy-in and feedback.

MEMBER CONNECTION

GLAR cultivates connections, cooperation, and engagement for an exceptional member experience.

OBJECTIVES

Develop initiatives for supporting real estate specialties, for example, commercial real estate, property, and broker management.

Analyze the effectiveness of current networking events and propose new and relevant events as needed.

Enhance social media to reach a broader member audience to increase engagement.

Develop a program to engage new members and educate them about the value of GLAR.

ORGANIZATIONAL EXCELLENCE

GLAR effectively supports members through its operations, finances, professional staff and governance.

OBJECTIVES

Ensure members are aware of the features and availability of resources in the new association headquarters.

Provide association resources that support and meet the overall needs of the member.

Invest in developing young and emerging leaders and increase the participation of uninvolved members into our volunteer cadre.

Plan for the impact of an economic slowdown that could affect membership numbers and the related financial stability of the association.

Develop a measurement mechanism for diversity, equity, and inclusion data to better align with our goals.