

2023-24 STRATEGIC PLAN



GREATER LOUISVILLE
ASSOCIATION OF REALTORS®

LONG-TERM VISION

PURPOSE

Greater Louisville Association of REALTORS® advances and promotes our profession to empower the success of those we serve by focusing on Advocacy, Collaboration, and Education (ACE)

ADVOCACY

We Will: Champion our profession, communities, and economic vitality by advocating for property rights, attainable and fair housing, and the residential and commercial real estate industry

COLLABORATION

We Will: Foster partnerships, relationships, and provide resources to increase connectivity, inclusion, community awareness, and business development

EDUCATION

We Will: Provide engaging educational programming for residential and commercial disciplines to uphold ethical standards, enhance knowledge, and inspire professional excellence

CORE VALUES

Member-Focused | Community-Minded | Trusted Partner
Inclusive | Innovative

NEAR-TERM FOCUS

Evaluate

and refine organizational structures and systems to optimize performance and value

Establish

a “Core Services” communication and outreach plan to increase engagement

Design

dynamic educational systems, content, and programs to meet members’ diverse and evolving needs

Create

an Advocacy Action Plan to identify and address vital housing, real estate investment, and economic issues

Strengthen

member and community commitment to Diversity, Equity, and Inclusion (DEI) initiatives