



## Gainesville–Alachua County Association of REALTORS®

# 2020 Strategic Plan

### GACAR Mission

To advance members' professionalism through quality education, technology, advocacy, and other resources, while upholding the REALTORS® Code of Ethics.

### GACAR Vision

To be the voice of real estate in Alachua County.

### GACAR Values

#### **EXTERNAL VALUES**

- Support private property rights, quality of life for our community, and help shape public policy on housing related issues.
- Promote a positive image of the Association as the voice of real estate in our community.
- Promote our involvement in the community through our participation with various professional, political, & charitable organizations.
- Support our members and the public with renting, selling, buying, leasing, advertising, auctioning, appraising, and exchanging real estate.

#### **INTERNAL VALUES**

- Pursue a high level of ethics, integrity, honesty, and respect.
- Continually pursue and improve communication.
- Continually encourage participation of our members as a positive role model in our community.
- Promote member professionalism and ethical practice through continuing education.
- GACAR Leadership and staff have a duty to its members to demonstrate financial and fiscal responsibility.

### GACAR Goals and Objectives

#### **ADVOCACY AND INFLUENCE**

Engage and leverage the power and influence of all stakeholders –(REALTORS®, Property Owners, Chamber, Builders Association, tenants, investors, consumers, etc.) – who benefit from the real estate market.

- Inform and educate the membership and public about private property rights and real estate related political issues. When applicable, support a specific position and encourage members to attend government meetings to deliver a concise and unified message.
- Create a culture of informed stakeholders that are ready to support Calls-for-Action and positions.

- Give REALTORS® and stakeholders who support the REALTOR® Party positions the opportunity to direct, develop, and influence public policy.
- Utilize stakeholders' unique and diversified resources.
- Strategically partner with other associations on statewide political issues in order to be more effective.
- Conduct candidate interviews and educate members on candidates and their platforms.
- Conduct voter registration drives.
- Establish REALTOR key contacts with local officials.

### **COMMUNICATION AND OUTREACH**

Deliver a unified and compelling message defining REALTORS® as trusted advisors and consumer advocates.

- Develop and promote the GACAR image in the community by coordinating and/or participating in civic and philanthropic efforts.
- Provide members and consumers accurate and timely local real estate market statistics.

### **VALUE TO MEMBERS**

Develop educational training, resources and tools that enhance members' productivity, professionalism, and profitability.

- Educate members about designation courses, resources, and tools that GACAR, Florida REALTORS® (FR), and The National Association of REALTORS® (NAR) offer.
- Identify, review and recommend potential technologies, tools, and resources that may enhance the practice of Real Estate for our members.
- Maintain a professional standards process to enforce the Code of Ethics and provide arbitration and mediation as member services.
- Train and induct new members.
- Encourage and support committees working together to benefit our members and the community.
- Maintain a professional staff that work to advance GACAR goals.

### **LOCAL ASSOCIATION RELATIONS AND SUPPORT**

Build strong, effective relationships with other associations as full partners in serving the members and representing the interests of the real estate industry.

### **MEMBER ENGAGEMENT AND LEADERSHIP DEVELOPMENT**

Cultivate member involvement through targeted outreach efforts.

- Develop ways for members to participate and contribute their ideas and expertise.
- Promote the GACAR leadership program.
- Increase the understanding of how the Association relates to and works with FR and NAR.