



MASSACHUSETTS ASSOCIATION OF REALTORS®

Strategic Plan 2020 - 2022

MISSION: Empowering Realtors® to succeed as trusted industry professionals who build better communities.

VISION: MAR challenges Realtors® to be their best.



ADVOCACY

- Promote and support private property rights and property ownership
- Be at the decision-making tables; and in their absence, create new tables
- Advocate for safe & sustainable communities at the grassroots, state, and national levels
- Be identified and recognized as the "go-to" source for housing information, an industry partner, and the most influential "heard voice" in real estate
- Celebrate and communicate our victories and accomplishments to our Realtor® members and the public
- Articulate the value of Realtors® both professionally and in the communities they serve
- Support and promote Realtor Party and RPAC efforts to enhance our effective advocacy.



REACH, CONNECTION & ENGAGEMENT

- Communicate with REALTORS, **personally**, where they are:
 - Identify our members by segmentation to ensure we are providing what they need
 - Set up content by categories for delivery to the appropriate audiences
 - Messaging manner and frequency set up to meet the needs and desires of our members
 - Become a "listening organization", creating two-way channels for communication and member feedback
- Deliver "valuable" content to our members
- Create a superior MAR website
- Measure the opinions of leadership, members, and consumers through surveys and focus groups
- Collaborate and cooperate with our strategic partners
- Communicate Realtors'® leadership and involvement in our local communities
- Develop and enhance relationships with local Realtor® boards, affiliates, institutes, societies and councils
 - Define the role of MAR, to create maximum clarity, eliminate redundancy, and ensure operational efficiency in collaboration with our local Realtors® board partners



LEADERSHIP

- Engage, empower and motivate our Realtor® members
- Hire, educate, enhance, and support the best professional staff
- Pre-position Realtor® tools to respond to challenges and opportunities
- Coordinate with local associations to create a superior Realtor® member experience
- Support and prepare our Realtor® members for success in their leadership roles (best practices and toolkits)
- Create a culture for respectful issues discussion and discourse without conflicts of personality
- Empower bold Realtor® leadership with effectiveness and inclusivity
- Purpose leadership with a culture of "servant leadership"
- Harness MAR's 24,500+ Realtors® to be leaders in their local communities



PROFESSIONAL DEVELOPMENT

- Help Realtors® define and articulate their value
- Support Professional Standards, and enhance professionalism amongst our Realtor® members
- Promote and support the Code of Ethics and C2EX
- Create opportunities for Realtors® to have better work/life balance
- Deliver world-class events that enhance Realtor® skills, competency, and knowledge
- Create programs that introduce Realtor® members to global and commercial opportunities
- Invest in ongoing professional development for leadership and staff



SUCCESS

- Celebrate and promote Realtor® successes with both our members and the public
- Provide Realtors® with the best tools, education, and services for a superior customer experience
- Strategically identify and address challenges and opportunities and provide convenient and creative solutions
- Engage Realtor® members and consumers with storytelling
- Initiate success planning and delegation training for volunteer leaders
- Empower Realtors® to help build safe, vibrant, and inclusive communities, neighborhoods, and environments
- Provide resources for broker profitability and success
- To ensure successful completion and occupancy of the headquarters building to support the strategic objectives of the association