# Marin Association of REALTORS®
# 2014-2017 Strategic Plan

## ONE PAGE OF OVERALL STRATEGIC PLAN

**OBJECTIVE 1 – MEMBER SERVICES**
Enhance the value of membership in the Marin Association of REALTORS®.
**Goal 1 -** Increase educational offerings
**Goal 2 -** Increase communications to members on services
**Goal 3 -** Create leadership and volunteer opportunities
**Goal 4 -** Provide friendly and efficient customer service

**OBJECTIVE 2 – INTERNAL COMMUNICATION**
Deliver important information to the membership efficiently and how they want.
**Goal 1 -** Develop a new website that better meets the organization's needs
**Goal 2 -** Syndicate and provide multiple communication channels
**Goal 3 -** Add professional expertise to the association communications

**OBJECTIVE 3 – CONSUMER OUTREACH**
Position the value of the REALTORS® to the community.
**Goal 1 -** Develop communications that are consumer oriented
**Goal 2 -** Work with community and charitable organizations
**Goal 3 -** Add professional expertise to the association communications

**OBJECTIVE 4 – ADVOCACY**
Lead the community on all issues of advocacy related to real estate.
**Goal 1 -** Provide advice to the membership and public on issues
**Goal 2 -** Augment political affairs efforts to meet current political standards

**OBJECTIVE 5 – TECHNOLOGY**
Provide timely and relevant data and information effectively to the membership.
**Goal 1 -** Conduct an audit and feasibility study of current technological offerings
**Goal 2 -** Survey membership to determine preferred methods of communication