

NESD Association of REALTORS® - Strategic Plan

Vision:

To promote and maintain high standards of conduct and ethics in the real estate profession and to have the profession recognized as a valued asset to the community.

Mission:

Helping members be more successful in real estate.

Engage & Educate

Be a valued resource for developing competency and professionalism among REALTORS®.

1. Educate and enforce the REALTOR® Code of Ethics
2. Promote Fair Housing and Diversity, Equity, and Inclusion

Member Service & Engagement

Increase knowledge and value of member services.

1. Identify and develop future leaders for the association to enhance innovation and diversity of our leadership.
2. Encourage members to become involved in association events and committees.

Community Outreach

Increase public relations efforts to both members and consumers.

1. Be the “Voice for Real Estate”
2. Expand visibility in Community involvement
3. Engage the public in our advocacy efforts
4. Actively invest in our community
5. Be involved in local programs

Advocate

Continue to be a leader in RPAC locally and at the state level.

1. Utilize the above the line dues billing
2. Continue to promote RPAC
3. Promote NAR and SDR Calls for Action