

2023-2025 SCCAR STRATEGIC PLAN



VISION: Preparing REALTORS® for a Successful Tomorrow.

ADVOCACY

- ▶ Educate members about the REALTOR® Action Fund
- ▶ Publicize Local Government Relation Committee meetings
- ▶ Expand local official events
- ▶ Follow up on Calls for Action

LEADERSHIP

- ▶ Identify and nurture future leaders
- ▶ Provide mentorship opportunities
- ▶ Remain financially solvent
- ▶ Create video outreach

MEMBER ENGAGEMENT

- ▶ Engage members on the benefits of Education & Events
- ▶ Utilize text message engagement
- ▶ Develop an Ambassador for new members
- ▶ Create and distribute videos
- ▶ Offer a new member certification series
- ▶ Encourage BOD attendance at new member orientation

COMMUNITY

- ▶ Encourage use of hashtag: #SCRealtorsCare
- ▶ Create member highlight videos
- ▶ Schedule a Volunteer event day quarterly
- ▶ Increase SCCAR Housing Foundation awareness
- ▶ Reach out to the bilingual community

MISSION

Fostering a collaborative diverse community that enhances professionalism and integrity while advocating for home ownership, housing, and private property rights

VALUES

Integrity, trust and commitment to our members and our community

Ethical, visionary, professional, and solution-based

Service, knowledge, respect, dependable and consensus building

Celebrating diversity and promoting inclusivity.