

# **Cincinnati Area Board of REALTORS®**

## **2016 Strategic Plan**

**Vision:** CABR is the leading regional force in safeguarding and promoting the interest of REALTORS® in preserving private property rights and in influencing and shaping the industry.

**Mission:** CABR serves the needs of its members by enhancing the opportunity for members to conduct business cooperatively, professionally, ethically and profitably. CABR strives to increase the value the public places on the services of a REALTOR® and promotes the benefits of owning real estate.

### **CABR Positioning Statement**

For brokers, agents, appraisers, affiliates and consumers, CABR is the only real estate association, which helps its members achieve the highest level of professionalism and productivity in their real estate business.

Reasons to believe this:

- 1) Continually strengthen the voice, impact and relevance of REALTORS® and advocate public policy that protects the right to own real property and advances the real estate industry
- 2) Support, measure and nurture the highest professional standards
- 3) Help educate and prepare members to anticipate and meet ever-changing market needs
- 4) Support breakthrough technology tools, data management and programs to help create a productive and efficient marketplace

### **Key Goals and Priorities for CABR**

- 1) Be the recognized voice of real estate.
- 2) Improve the reputation and the influence of our industry with its fellow real estate professionals, the community, consumers and its members at large.
- 3) Improve relationships with community, government leaders, elected officials, fellow industry organizations, brokers and members. Encourage more regional collaboration and efficiencies where they provide a marked advantage for members.
- 4) Continue to re-invent the organization by creating a culture of collaboration and smart risk-taking making us more nimble and decisive to address the ever-changing needs of our members and their customers.
- 5) Improve relevance and impact of CABR with brokers, agents, appraisers, affiliates and consumers; adopt a philosophy of constantly evaluating relevance of every activity / service offered, not being afraid to discontinue “sacred cows.”
- 6) Continue to improve the productivity of our members by offering additional technology services and continually re-inventing data distribution programs to equip members with better insights and information than any other entity.
- 7) Continue to identify and cultivate new leadership within our membership.