



New York State Association of REALTORS®, Inc.

# STRATEGIC PLAN 2018-2020

## OUR MISSION

NYSAR advocates for REALTORS® and their consumers, elevates professional competence, seeks local board collaboration and promotes the value of REALTOR® membership and engagement.

## OUR VISION

NYSAR is the indispensable business partner for real estate professionals and local boards/associations in New York State.



## ADVOCATE

NYSAR is the most trusted and influential advocate for real estate business interests and private property rights in New York State.

### We will:

- ▶ Proactively develop and expand opportunities to address local regulatory and legislative issues in partnership with local associations.
- ▶ Fully utilize REALTOR® Party resources.
- ▶ Engage consumers in our grassroots advocacy efforts.



## ELEVATE

NYSAR continually raises the bar of professionalism for New York brokers, agents, appraisers and REALTOR® associations.

### We will:

- ▶ Deliver timely, innovative and market-driven education programs that expand member's business skills, promote risk management and increase professional competence.
- ▶ Work with local boards to ensure an effective and compliant professional standards enforcement program that includes regional and statewide options.
- ▶ Expand and strengthen our cooperative leadership development efforts.



## ENGAGE

NYSAR engages with industry partners and consumers in order to create timely programs and services that meet the demands of a rapidly evolving marketplace.

### We will:

- ▶ Gather and analyze more robust member, consumer and market data to better meet the business needs of brokers, agents, associations and MLSs.
- ▶ Develop opportunities for brokerages, local associations and MLSs that strengthen cooperation and promote mutually beneficial relationships.
- ▶ Expand partnerships with regional industry and advocacy organizations.



## PROMOTE

NYSAR promotes its unique value and the value of the REALTOR® brand to consumers, members and licensees.

### We will:

- ▶ Be the "Voice for Real Estate," positioning NYSAR as the preeminent source of information on market data and trends thus elevating member and consumer perception of REALTOR® value.
- ▶ Reinforce our value proposition to members and utilize NAR resources to support and strengthen the perception of the REALTOR® brand.
- ▶ Promote careers in real estate and the value of being a REALTOR®.