

# MARATHON AND LOWER KEYS ASSOCIATION OF REALTORS® STRATEGIC PLAN

## **Mission Statement**

To provide education, services, and support to members to promote the highest level of professionalism and to advocate for issues relating to homeownership and property rights.

## **Vision Statement**

- Members are provided education, technology, resources, and tools to be productive, profitable and maintain the utmost integrity
- We are a voice for protecting property rights and homeownership for all.
- We build relationships with our community through charitable outreach.
- Our members are recognized as advocates and trusted advisors.

## **Core Values Goals and Objectives**

### **Marathon/Lower Keys Goals and 2015-2017 Objectives**

#### **Key Result Area: Advocacy and Influence**

- Goal 1. Encourage public involvement in grass root organizations such as FIRM.
- Goal 2. Host public workshops to provide solutions to Keys Issues such as the limited availability of building permits in the Keys.
- Goal 3. Advocate for vacation rental licensing and affordable housing.

#### **Key Result Area: Communication and Outreach**

- Goal 4. Strengthen the image and value of Realtors to the public.
- Goal 5. Strengthen the relationship and communication between the Tri-board Associations and members.

#### **Key Result Area: Value to Members**

- Goal 6. Develop education, resource and tools that enhance member productivity and profitability.
- Goal 7. Ensure that members are aware of and can access Florida Realtors & NAR programs and services.
- Goal 8. Continue to upgrade and automate association operations in order to provide more and better member services in an accurate, efficient and timely manner.
- Goal 9. Provide high level nationally recognized sales trainers and speakers to our membership.

#### **Key Result Area: Member Engagement and Leadership Development**

- Goal 10. Through targeted outreach efforts to encourage members to participate, cultivate the involvement of members at all career stages, and tap their fresh ideas and perspectives to achieve MLKAR's goals.
- Goal 11. Work to increase member involvement in Board committees, meetings and events.
- Goal 12. Promote involvement in Florida Realtors conventions and committees.
- Goal 13. Support "Home Ownership for All" license plate project.