



STRATEGIC PLAN

Adopted February, 2023

MISSION STATEMENT: We are the REALTORS® of Cherokee County. As Leaders, Educators and Advocates, CAOR members serve our communities, protect private property rights, and elevate our profession.

MEMBER VALUE

To engage REALTORS® and Affiliates to maximize the benefits of being a member.

- Develop, promote, and maintain services that provide value to all our members.
- Create engaging education opportunities for members.
- Convey membership value.
- Provide networking events that engage members and increase interaction between REALTORS® and affiliates .
- Prioritize inclusion and be proactive in outreach efforts providing educational opportunities.

ADVOCACY

To advocate the ideals of private property rights and the integrity of the real estate industry.

- Develop and maintain relationships with local and state elected officials.
- Provide elected officials with resources.
- Engage members in grassroots advocacy.
- Increase awareness of the benefit of REALTOR Party Major Investor status.

COMMUNITY

To promote the REALTOR® brand to the public/consumer while enhancing the quality of life in our communities.

- Elevate the brand and create an alliance with the community and media to promote our public service mission.
- Support opportunities to promote REALTORS and the REALTOR Brand in the public eye.

FIDUCIARY

To ensure strict adherence to the association’s fiduciary responsibilities.

- Provide comprehensive Financial Reporting & Ensure fiscal responsibility.
- Increase non-dues revenue.
- Increase ROI on member’s dues investment.
- Elevate Governance.
- Identify, train, and mentor new Leaders (Recruitment/Retention/Diversity).
- Create a system of accountability within the Leadership to increase value/relevancy with the membership.

*The Strategic Plan gives clear guidance to the leadership of the Cherokee Association of REALTORS®.