

Dutchess County Association of REALTORS

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STRATEGIC PLAN

Dutchess County Association of REALTORS



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Mission: To provide programs and services to support and enhance our member's ability to excel and to better serve the communities in which they work and live.

Vision: The Dutchess County Association of REALTORS® serves, supports and inspires excellence in the real estate community.

OUR STRATEGIC GOALS

- **Governance** - DCAR operates a fiscally responsible business that utilizes the talents of leaders, members and staff to support its strategic plan and vision
- **Government Affairs** - DCAR is firmly committed to advocating for the protection of private property rights and real estate industry related issues
- **Community Outreach** - Through advocacy and our professional influence, we mobilize members and the public to engage in outreach programs that positively impact and add value to the quality of life within our diverse communities
- **Professional Development** - DCAR provides career development programming that meets the needs and exceeds the expectations of members
- **Communications** - DCAR is the accurate and reliable resource for all real estate related information

AREA 1

Governance – DCAR operates a fiscally responsible business that utilizes the talents of leaders, members and staff to support its strategic vision

- **Staffing** – DCAR is dedicated to investing in the development and retention of a highly proficient staff that is responsive to member needs
- **Facility & Operations** – The DCAR facility and operations are technologically optimized to conduct business efficiently and effectively
- **Finance** – With the guidance of its professional investment and financial advisors, DCAR operates a fiscally responsible business and incorporates an effective investment strategy.
- **Volunteer Structure** – DCAR has a diverse and inclusive volunteer structure that attracts talented business professionals to participate at all levels
- **Expansion Opportunities** – DCAR Actively explores business opportunities for further growth.

Government Affairs – DCAR is firmly committed to advocating for the protection of private property rights and real estate industry related issues

- **Fundraising** –By elevating the awareness of its members, DCAR demonstrates the importance of financially investing in the political process.
- **Policy** – In collaboration with Local, state and NAR Realtor Party policy positions, DCAR ensures the advancement of Smart Growth, Private property rights and Infrastructure
- **Grassroots Mobilization** – Members understand the tangible benefits of responding to all local, NYSAR and NAR calls to action
- **Influence, Outreach** – DCAR leverages the involvement and relationships of Realtors on regulatory boards, commissions, business/industry organizations and government entities

AREA 2

AREA 3

Community Outreach - Through advocacy and our professional influence, we mobilize members and the public to engage in outreach programs that positively impact and add value to the quality of life within our diverse communities

- **Programs** - DCAR works in collaboration with its community partners to offer programs of community interest for members and the public
- **Fundraising for Charitable Events** – DCAR mobilizes members for community focus and fundraising
- **Consumer Mobilization** - In partnership with DCAR, we engage community advocates, leaders and residents to proactively advocate for issues affecting real estate and the quality of life within the communities we serve.
- **Influence and Outreach** - DCAR recognizes which Realtor members serve on various community boards, commissions, charitable organizations to leverage the involvement of our members and strengthen our collaborative efforts within our communities

Professional Development – DCAR provides career development programming that meets the needs and exceeds the expectations of members

- **Programming** – To support the career needs of the various members audiences and business specialties, DCAR delivers a wide spectrum of quality programs
- **Trainers** – DCAR secures the services of highly competent and engaging subject matter experts spanning a wide variety of business specialties to elevate the professional skill level of members
- **Target audiences** – Recognizing that members have diverse business needs and require different types of skill training, DCAR provides members training options that are suited to their business need and specialty
- **Delivery options** – Utilizing a full menu of delivery options, DCAR offers members enhanced opportunities to elevate their skills and optimize the value of their member experience
- **Professional Standards** – To facilitate the resolution of disputes and disagreements with colleagues, DCAR embraces the professional standards options available from NYSAR and NAR

AREA 4

AREA 5

Communications – DCAR is the accurate and reliable resource for all real estate related information

- **Member Communications** - DCAR communicates accurate, timely and relevant information to engage members on issues pertaining to real estate, private property rights and other real estate related topics
- **Public Relations** – Through a variety of communication channels, the public and the communities we serve understand what DCAR is, what it does and the value it provides
- **Delivery Methods** – DCAR utilizes a variety of communication venues to communicate comprehensive, relevant, accurate and timely information
- **Messaging and Branding** – Through uniform messaging, DCAR and the Realtor brand is recognized, highly respected and valued by members and the communities we serve.
- **Talent-Member Database** - DCAR has a comprehensive database of members that identifies their business specialties and professional strengths

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