



# STRATEGIC PLAN 2024-2027

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## MISSION

MARIN REALTORS® ADVOCATES FOR THE RIGHT TO OWN PROPERTY AND INDUSTRY EXCELLENCE

## VISION

MARIN REALTORS® IS A TRUSTED ALLY THAT GUIDES OUR MEMBERS AND CONSUMERS THROUGH MARIN'S EVOLVING REAL ESTATE LANDSCAPE

## CORE VALUES

TRUST, COMPETENCY, INSPIRATION, FORWARD-THINKING, LEADERSHIP, COLLABORATION, INTEGRITY, VISION, INCLUSION

### GOAL ①

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FOSTER INCLUSION BY REDUCING BARRIERS TO PROPERTY ACQUISITION AND HOMEOWNERSHIP

### GOAL ②

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EXPAND AND PROMOTE EDUCATIONAL RESOURCES FOR MEMBERS AND CONSUMERS

### GOAL ③

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BRING VIBRANT NEW VOICES TO THE ORGANIZATION AND ENCOURAGE A DIVERSITY OF VIEWPOINTS

### GOAL ④

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COMMUNICATE AND DEMYSTIFY THE REAL ESTATE INDUSTRY FOR THE PEOPLE OF MARIN

# STRATEGIC PLAN GOALS & OBJECTIVES

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## GOAL ①

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### **Foster inclusion by reducing barriers to property acquisition and homeownership**

**Objective 1** – Advocate on behalf of consumers when dealing with local governments.

**Objective 2** – Support local Fair Housing initiatives and programming including, but not limited to, partnering with Fair Housing organizations.

**Objective 3** – Seek opportunities to educate members on opportunities to better serve consumers.

**Objective 4** – Increase financial literacy by showcasing the value of real estate and property ownership.

## GOAL ②

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### **Expand and promote educational resources for members and consumers**

**Objective 1** – Collaborate with broker members to support and fill training gaps among REALTOR® members.

**Objective 2** – Use a variety of media to showcase Marin REALTORS® educational tools.

**Objective 3** – Partner with housing-friendly organizations including, but not limited to Marin Builders, Economic Forum, etc. to educate consumers and policy makers more broadly.

## GOAL ③

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### **Bring vibrant new voices to the organization and encourage a diversity of viewpoints**

**Objective 1** – Expand member events with a Diversity, Equity, and Inclusion focus or component.

**Objective 2** – Engage new members with association orientation training.

**Objective 3** – Expand no-cost event and educational opportunities with focus on industry discussion.

**Objective 4** – Encourage diversity in the real estate community by promoting careers in real estate.

## GOAL ④

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### **Communicate and demystify the real estate industry for the people of Marin**

**Objective 1** – Produce materials that are easy for agents to include in their personal marketing campaigns

**Objective 2** – Use social media mix to illustrate the "Real" real estate.

**Objective 3** – Use civic meetings to advance the nuances, complexities, and opportunities of the real estate industry.

**Objective 4** – Participate in charitable and community events that relate to our industry

