BAY EAST
ASSOCIATION OF REALTORS®

2022 STRATEGIC THINKING AND ACTION PLANNING

COLLABORATION

- Identify and create collaborative opportunities that enhance members' ability to do business.
- Increase awareness of the impact of homeownership.
- Provide member to member communications.
- Cultivate and leverage peer-to-peer networking, communication, interaction, and collaboration.
- Increase awareness of community outreach to members and the public.

INTEGRITY

- Educate members on the appropriate standards of conduct and business protocol.
- Develop education and training to improve core competencies.
- Identify trending unethical or unprofessional business practices and develop best practice responses and communication channels.

VISION

- Develop a comprehensive professional standards program that best serves the members and the public.
- Provide tools and information to our members to enable them to be real estate market experts.
- Promote Bay East Association of REALTORS® and Bay East members as the primary sources of local real estate information.
- Offer business technology products and services that brokers and agents need to thrive.
- Provide MLS users with more efficient/accessible property-centric data than non-broker or agent property portals.
- Create solutions that give brokerage firms control of and access to their listing content with maximum efficiency. Influence media interpretation of the real estate market, consumer's perception of Bay East members and real estate-related public policies.

INCLUSION

- Utilize communication channels to reach the diversity of our membership.
- Utilize Communication channels to reach the membership.
- Increase Bay East member and the public awareness of, and response to, government involvement in real estate transactions and homeownership.

LEADERSHIP

- Bay East leaders model and inspire the standard for professional behavior among leaders.
- Highlight Bay East member contributions to the community and profession.
- Create opportunities to groom current and new leadership.
- Identify and promote Bay East, C.A.R. and NAR services and demonstrate their relevance to our members' success.
- Create and support an orderly and efficient marketplace for the transaction of real estate.
- Give back to the community via charitable acts.

INDICATORS OF SUCCESS

- MEMBER ENGAGEMENT & CONFIDENCE
- FINANCIAL STRENGTH
- FAVORABLE CONSUMER PERCEPTION
- LEADERSHIP POSITIONING
- BAY EAST RECOGNIZED AS MODEL OF EXCELENCE