

Columbus Board of Realtors® Strategic Plan

FOCUS AREAS:

1. **Association Operations and Governance**
2. **Community Outreach**
3. **Governmental Affairs**
4. **Membership**
5. **Professional Development**

Focus Area 1: Association Operations and Governance

Guiding Purpose: The CBOR shall serve our members by ensuring the Board runs efficiently through our oversight of finance, governance, and leadership services in the highest moral and ethical standards.

1. **Explore and implement non-dues revenue opportunities**
2. **Identify and develop future leaders**
3. **Enhance the Association through progressive management and growth**

Focus Area 2: Community Outreach

Guiding Purpose: The CBOR shall enhance the REALTOR® image and value while positively impacting our communities.

1. **Increase visibility of and demonstrate REALTOR® engagement by positively impacting our communities**
2. **Involve more members in collective and individual community service to promote REALTOR® image**

Focus Area 3: Governmental Affairs

Guiding Purpose: The CBOR shall effectively engage, influence, and impact public policy and regulations to promote, protect, and strengthen private property rights and the real estate industry.

Focus Area 4: Membership

Guiding Purpose: The CBOR shall promote the value and demonstrate the benefits of membership and increase participation through effective communication.

1. **Utilize effective technology to communicate to members**
2. **Communicate the benefits and values of membership**
3. **Set expectations and communicate the value of member involvement**

Focus Area 5: Professional Development

Guiding Purpose: The CBOR shall encourage and inspire all members to grow collectively and individually, and to enhance their knowledge, professionalism, integrity, and accountability.

1. **Provide current and relevant quality educational opportunities**
2. **Enhance professionalism within the association**
3. **Facilitate our member personal business development**