



Strategic Plan

Focus Area: 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. Enhance the Association through progressive management and growth**

Focus Area: 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**

Focus Area: Advocacy / 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: Membership

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

Focus Area: 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**

Focus Area: Diversity, Equity, and Inclusion

Guiding Purpose: Promote and encourage positive and inclusive behaviors in the culture, strategies, and operations of the association.