

## CORE Association of REALTORS® STRATEGIC PLAN

Last Updated 12-6-19

### **WHO WE ARE?**

The **CORE Association of REALTORS®** is a trade organization that supports members by providing essential programs, products, services, and relevant information that enhance their ability to ethically and professionally represent the public and to advocate, promote, and protect the right to own, transfer, and use real property

### **What We Value?**

Our CORE Values: Accountability. Commitment. Community. Dependability. Fairness. Honesty. Integrity. Leadership. Professionalism. Responsibility. Vision.

### **What We Stand For?**

- **Governance:** Through the coordinated efforts of leadership, volunteers and staff, CORE operates a fiscally responsible business that is future focused, member centric and committed to fulfilling its strategic vision
- **Government Affairs:** Members of CORE are fully invested in the political process and proactively engage in advocating for private property rights and policy positions of the REALTOR® Party
- **Community Outreach:** Through philanthropic endeavors REALTORS® demonstrate their commitment to our communities and partners with the public to advocate for private property rights
- **Professional Development:** CORE is dedicated to raising the professional bar of its membership and providing the highest caliber of career development opportunities for all member audiences
- **Communication:** Members and the communities we serve recognize CORE as the trusted voice for all things real estate in central NJ

### **Governance**

**Through the coordinated efforts of leadership, volunteers and staff, CORE operates a fiscally responsible business that is future focused, member centric and committed to fulfilling its strategic vision**

- **Staffing** – CORE has an highly qualified and empowered CEO and staff who are vested in the success of the business by advancing the vision of the strategic plan
- **Facility and Operations** – CORE maintains a state of the art facility that is strategically located to allow for continued growth and favorable alignment of business resources that will proactively anticipate and exceed member expectations
- **Finance** – With an appointed Treasurer who have comprehensive financial background and in collaboration with the CEO and financial consultants, CORE is a fiscally responsible business that maximizes its potential prepared for growth
- **Structure** – CORE has clearly defined roles and responsibilities for all volunteer positions, projects and member engagement opportunities
- **Business Growth** – CORE explores opportunities with other entities for continued business expansion and growth

## **Government Affairs**

**Members of CORE are fully invested in the political process and proactively engage in advocating for private property rights and policy positions of the REALTOR® Party**

- **Fundraising** – CORE members understand the importance of and embrace a culture of financially investing in the political process
- **Policy** – Utilizing the information received from sources on local issues, CORE establishes positions regarding municipal issues affecting our communities, leverages the REALTORS® who have positions on outside entities and partners with and are spokespersons for the public policy positions of the National Association REALTORS® and the New Jersey REALTORS®
- **Grassroots mobilization** – Through the efforts of members, the Broker Involvement Program, FPCs and SPCs, all “calls to action” are responded to and the platform of the REALTOR® Party is communicated
- **Influence, Outreach** – CORE recognizes and coordinates the efforts of REALTORS® who have a ‘seat at the table’ on local government, municipal and regulatory boards, commissions and business organizations to communicate a uniform message regarding all things real estate

## **Community Outreach**

**Through philanthropic endeavors REALTORS® demonstrate their commitment to our communities and partners with the public to advocate for private property rights**

- **Programs, Events** – CORE and its members engage with the public in specific property/housing related events, programs and partnerships demonstrating a commitment to improving the quality of our communities and advocating for the protection of private property rights
- **Advocacy and Consumer Mobilization** – Utilizing available resources and grants, the public seeks opportunities to partner with REALTORS® to build stronger communities, proactively identify issues affecting real estate and advocate for private property rights affecting our communities
- **Influence, Outreach** – CORE celebrates and showcases the generous philanthropic endeavors of our members and coordinates the efforts of REALTORS® who have a ‘seat at the table’ on community boards, commissions and charitable organizations to communicate a uniform message regarding all things real estate

## **Professional and Career Development**

**CORE is dedicated to raising the professional bar of its membership and providing the highest caliber of career development opportunities for all member audiences**

- **Programming** – CORE is the preferred destination for the career development life-cycle needs of real estate professionals seeking to enhance their business
- **Trainers** – CORE hires high performing and engaging subject matter experts to deliver exceptional courses for the real estate professionals attending our programs
- **Target Audiences** – CORE proactively anticipates the specific needs and exceeds the expectations of all types of members
- **Marketing** – CORE communicates through a variety of ways to effectively promote courses and attract attendees
- **Delivery Options** - Utilizing all current technologies available, CORE consistently delivers relevant courses and career development programming through a wide spectrum of learning platforms
- **Professional Standards Enforcement** – CORE provides a full spectrum of professional standards services and systems as defined by the National Association of REALTORS®

## **COMMUNICATIONS**

**Members and the communities we serve recognize CORE as the trusted voice for all things real estate in central NJ**

- **Internal** – Members rely on CORE as the trusted resource for timely and relevant information that underscores the value of the programs, products and services delivered
- **External** – The public recognizes CORE and its members as the authority for ‘all things real estate’, and as trusted partners in the communities in which we live and serve
- **Messaging and Branding** – CORE’s communications deliver a clear and uniform message to members and the public that articulates who we are and what we stand for
- **Delivery Methods** – Utilizing all current technologies available, CORE consistently delivers its timely and relevant messages through a wide spectrum of communication platforms to members and the public
- **Talent-Member Database** – CORE maintains a database that collects relevant member data and demographic information to match their talents and expertise with the projects, initiatives and issues that require high level collaboration and input