

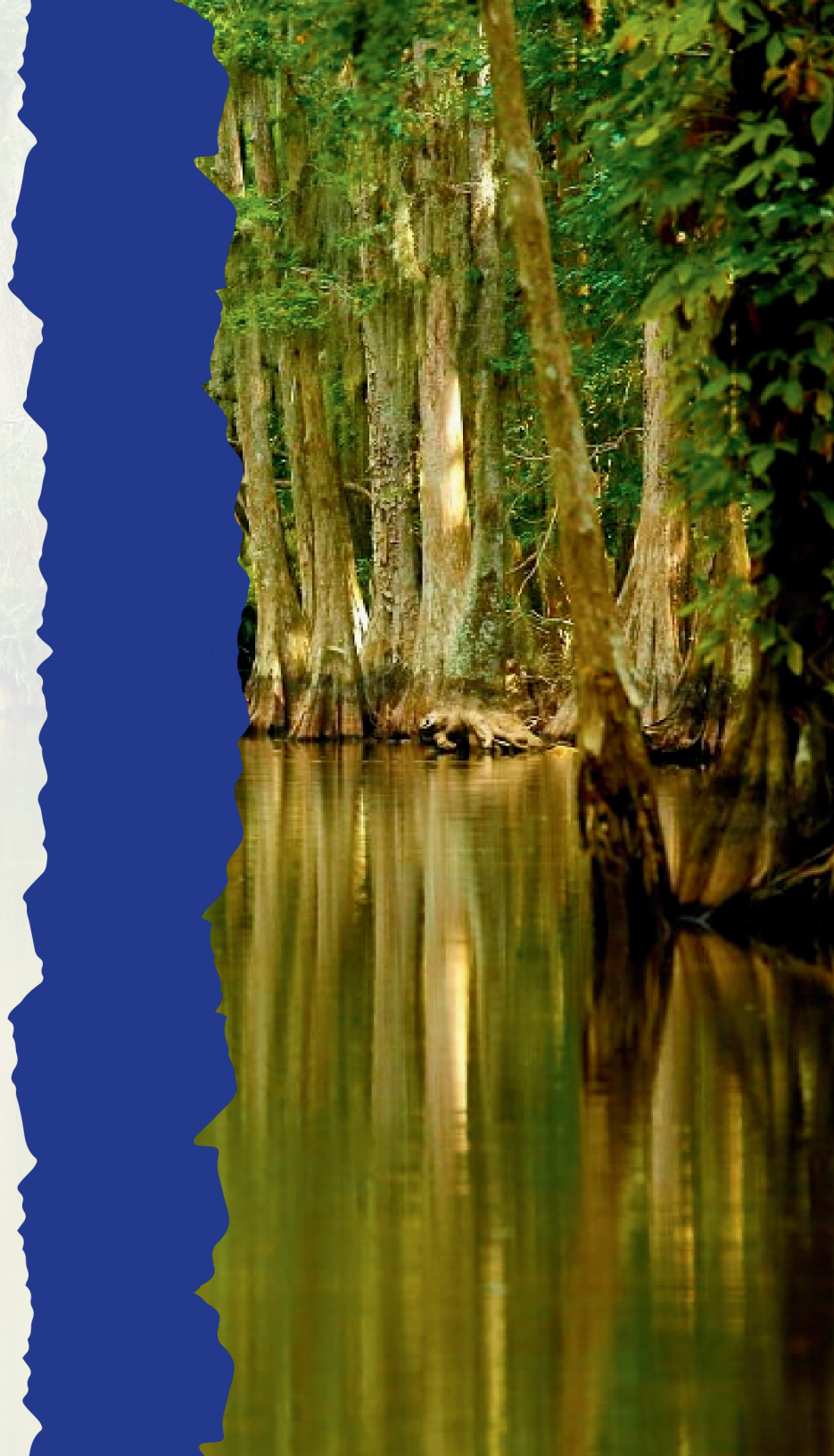


Strategic Plan

2024 - 2026

Mission

REALTORS® Association of Lake & Sumter Counties, Inc. is to be the leader in our industry and the voice of real estate in our community by providing exceptional education and services to our members.



Summary Strategic Priorities & Goals

1 - Advocacy

- 1.1 - Implement a local Key Contact program to increase member involvement in local political advocacy efforts, realizing the REALTOR® stance and involvement in politics at a local, state, and national level by Q2 2024.
- 1.2 - Develop targeted public awareness campaigns by Q1 2025 surrounding REALTOR® advocacy efforts.
- 1.3 - Communicate the value of advocacy to increase RPAC contributions and maintain the Triple Crown.

2 - Brand

- 2.1 - Focus on engagement with the RALSC brand and communicate its value to our members.
- 2.2 - Become the real estate resource in the region by providing resources for consumers that communicate the value of RALSC, working with a REALTOR®, and partnerships in the community.
- 2.3 - Increase participation in community engagement activities related to housing development annually.

3 - Culture

- 3.1 - Identify the cultural and linguistic makeup of RALSC and our service area annually.
- 3.2 - Grow professional development offerings in Spanish to 5% of course offerings by Q4 2025.
- 3.3 - Increase CIPS designations to 18 members by Q4 2025.
- 3.4 - Grow the number of C2EX endorsements to 10% of members by Q4 2026.
- 3.5 - Strengthen relationships with brokers through engagement efforts and holding quarterly broker meetings to be attended by 10% of brokers by Q4 2026.
- 3.6 - Further develop the desired culture of RALSC through the creation of a PAG.

4 - Innovation

- 4.1 - Improve technology utilized by RALSC members, staff, and facilities by Q4 2024.
- 4.2 - Grow members (REALTORS® and affiliates) by 6% net year over year through increased recruiting efforts.
- 4.3 - Identify opportunities to increase non-dues revenue by 5% year over year.

5 - Professionalism

- 5.1 - Increase business development growth opportunities quarterly for members that focus on profitability, financial wellness, and communication.
- 5.2 - Implement DEI program by Q4 2024 to meet NAR requirements by 2025.
- 5.3 - Increase the number of E-PRO-certified members annually.