



## CAAR Strategic Plan 2025-2027

*Approved 10-23-2024*

### **Vision Statement**

CAAR is the center of real estate in the Greater Charlottesville, supporting sustainable business while promoting community outreach, advocacy, and inclusivity.

### **Mission Statement**

Cultivate a diverse community that enables members to succeed as ethical, innovative, and socially responsible real estate professionals.

### **Value Proposition:**

Supporting real estate in every way.

### **Values**

1. Professional Excellence
2. Community Engagement & Philanthropy
3. Innovative & Entrepreneurial Mindset
4. Advocacy & Political Engagement
5. Inclusivity & Diversity
6. Financial Stewardship
7. Thought Leadership & Education
8. Collaborative Culture

### **Customer**

Members

### **Strategic Priorities**

#### Cultivate Business Sustainability

CAAR will foster a sustainable and relevant environment by prioritizing economic responsibility and promoting social equity.

1. Support the growth and development of the Hillsdale Conference Center clientele, products, and services.
2. Diversify revenue streams and expand non-dues revenue opportunities.
3. Evaluate the structure of the residential and commercial MLS.
4. Promote the value of our member benefits, products, and services.
5. Enhance the Affiliate Membership Program, benefits, and its support of the REALTOR® membership.
6. Optimize value-added benefits to members

### Develop Community Connections

CAAR will be a cornerstone in the Greater Charlottesville area by collaborating with local organizations and government, supporting charitable initiatives through the CAAR Foundation, and advancing fair housing opportunities for all.

1. Support the CAAR Foundation through marketing, volunteer engagement, and fundraising opportunities.
2. Identify and utilize national and state grant opportunities.
3. Identify and create partnerships with like-minded organizations that support affordable housing and property rights.

### Empower Advocacy

CAAR will advocate for policies that protect property rights, promote fair housing, and support community economic health, representing members and the public in legislative matters for a fair real estate market.

1. Build community influence by engaging in regional real property issues throughout the CAAR footprint.
2. Advance the Association's role in critical, industry-changing discussions.
3. Increase public awareness of Association involvement in local, state, and national legislation impacting homeownership and property rights.
4. Promote equal opportunity and fair housing.
5. Increase Association and member engagement in legislative activities.
6. Increase member awareness of and contributions to RPAC.

### Build Engagement

CAAR will focus on member growth and retention by providing top-tier professional development, networking events, and resources to enhance skills and knowledge.

1. Promote the value of membership to retain and attract new members.
2. Provide educational opportunities and listening sessions in the CAAR footprint.
3. Enhance micro-volunteering opportunities.
4. Expand delivery mechanisms for CAAR communications, education, and marketing.
5. Develop programs that support professional development and lifelong learning that include and exceed licensure requirements

### Embrace Inclusivity & Diversity

CAAR is dedicated to fostering an inclusive environment where all voices are heard and valued, enriching our association and aligning our services with community needs.

1. Create and preserve an unwavering focus on policies, procedures, and practices that uphold the values of DEI
2. Build a diverse, equitable, and inclusive association that spreads across leadership by removing barriers to access and opportunity
3. Provide a DEI lens and offer feedback and insight on issues impacting the Association and/or local real estate industry
4. Bring influential speakers to broaden our mindset and change the way we think or approach issues and situations
5. Develop inclusive alliances with affiliates, the public, non-profits, and community partners
6. Increase the engagement and utilization of diverse real estate professionals in all Association activities
7. Participate in and support community events that celebrate cultural diversity and foster community connections, while promoting the value of the REALTOR®.