



2023-2025 Strategic Plan

Mission

To provide support and services that develop successful and professional Realtors.

Vision

Members create a professional real estate marketplace fueled by support and services from GCAR.

Key Customer

GCAR's key customers are the members that are actively involved in the association and the industry.

Strategic Pillars

Supporting a Professional Marketplace

GCAR will be the catalyst for developing a highly professional local real estate marketplace through service, education, information, and openness to all.

Mastering Member Engagement

GCAR will have a highly engaged membership driven by a culture of support, leadership, service, and inclusion.

Organizational Excellence

GCAR will build an efficient and effective organization designed for long-term success and outstanding member service.

Strategic Pillar 1- Supporting a Professional Marketplace

GCAR will be the catalyst for developing a highly professional local real estate marketplace through service, education, information, and openness to all.

- **Goal 1.1-** Position GCAR as the hub of education and information for members and their clients.
- **Goal 1.2-** Re-evaluate GCAR's relationship with brokers and brokerages and create new communication and educational opportunities to address brokers' needs.
- **Goal 1.3-** Re-imagine the GCAR website to position the association as the hub of the real estate marketplace and industry.
- **Goal 1.4-** Evaluate ways to provide recognition to members for their actions and activities in the association, the community, and the real estate industry.
- **Goal 1.5-** Research the potential of creating a new agent training/mentoring program to prepare new agents to build a successful career through involvement with GCAR's services and programs.

Strategic Pillar 2- Mastering Member Engagement

GCAR will have a highly engaged membership driven by a culture of support, leadership, service, and inclusion.

- **Goal 2.1-** Reimagine the Coastal Leadership program to determine if/how it can be re-engineered for the leaders of today and tomorrow.
- **Goal 2.2-** Develop an intentional system to identify and develop members with leadership potential and invite future leaders to participate.
- **Goal 2.3-** Re-evaluate and improve the value proposition for being a GCAR affiliate member.
- **Goal 2.4-** Develop a plan to become a significant participant and partner in the community's programs related to housing.

Strategic Pillar 3- Organizational Excellence

GCAR will build an efficient and effective organization designed for long-term success and outstanding member service.

- **Goal 3.1-** Broaden the understanding and participation in RPAC and advocacy efforts.
- **Goal 3.2-** Increase member engagement and knowledge of local issues and advocacy efforts.
- **Goal 3.3-** Analyze the long-term financial position and strategy of the association to ensure GCAR is positioned to face whatever lies ahead.
- **Goal 3.4-** Document the diversity within the membership and develop strategies to make sure the association is engaging with all the members.