



2026 – 2028 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.

Education, Advocacy and Tools for Success and Safety.

1 - Education

At GCAR, great education classes are our # 1 Member Service. We provide courses that teach the skills our members need to succeed. GCAR will become the source of education for the real estate industry on the MS Gulf Coast.

How we accomplish this:

- **Coast Academy for REALTORS® - CAR**
 - CAR will provide educational sessions for new and experienced agents, brokers, managers, owners, commercial and rental management members.
 - New Member Orientation, Code of Ethics and Fair Housing

- Continuing Education, Pre and Post Licensing
- Association Tools, Values and Professionalism
- Vendor and affiliate classes on their products and services
- Host round table discussions for our Brokers and Managers
- Members of our leadership team will make personal contact with our brokers to inform and attract members to our learning events
- Create a cadre of local instructors who are qualified to teach for our Association by offering Train the Trainer courses.
- Offer hybrid classes
- Record classes and create a video library for our members to access 24/7/365

2 - Advocacy

Our mission is to advocate for the housing industry and the protection of private property rights. We will be actively involved with the communities we serve and broaden our members understanding and use of RPAC.

How we will accomplish this:

- **Local Government**
 - Create and maintain a list of members who serve in local government positions and use this list of key contacts to communicate with local government.
 - We will help builders, developers and local government shape local building regulations that will encourage construction of attainable housing in the communities we serve.
- **Community Involvement**
 - Partner with other organizations in our community to promote home ownership and private property rights.
- **RPAC**
 - We will broaden the understanding and participation in RPAC and advocacy efforts among our members.

3 - Tools for Success and Safety

We will provide tools and services that help our members succeed and be safe in their day-to-day business.

How we will accomplish this:

- The tools we will provide to our members are:
 - Success:**
 - Access to MAR Contracts and Forms
 - Access to Free & Discounted Continuing Education
 - Access to Networking & Peer Engagement Opportunities
 - Safety:**
 - Access to Safety Training & Education
 - Access to Safety Apps
- Communicate the value of the tools and services we provide to our members in every possible way.

4 Communication

We will constantly communicate our Strategic Plan, goals, direction and programs to our members.

How we will accomplish this:

- Create a new association website that provides a better user interface.
- Promote our Strategic Plan to our members at every opportunity
- Execute a marketing campaign to teach our members and the general public the value of using a local REALTOR®.
- Communicate with our members by using the best methods that get the greatest response
- Our association leadership will visit local brokers to share our association value.