



2021-2023 Strategic Plan

Mission

Mississippi REALTORS® unite as property professionals, community champions and real estate industry advocates.

Vision

To ensure the success of all Mississippi REALTORS® who, in turn, are forever dedicated to advancing and protecting the rights of all citizens to widely own and use real property.

Primary Customer

MAR will focus its resources and services to support REALTORS® actively engaged in their profession, their association, and their community.

Strategic Position 1

MAR's professional and inclusive culture drives positive change in the industry and the community.

Desired Outcomes

- ✓ **Mississippi REALTORS® will become knowledgeable on Diversity, Equity, and Inclusion (DEI) issues and actions**
- ✓ **MAR leadership will reflect the communities they serve**
- ✓ **MAR governance structure will align with today's volunteers and the strategic plan**
- ✓ **The public will view MAR as a leader in fair housing issues**

Goal 1.1: Insert DEI principles and policies into MAR governance and policies.

Goal 1.2: Be a valued resource for brokers, agents and local associations on DEI, fair housing programs and housing opportunity issues.

Goal 1.3: Audit MAR's governance structure to make sure the business procedures of MAR are aligned with the strategic plan and the time restraints and other concerns of tomorrow's volunteers.

Strategic Position 2

MAR is the leading source of industry information and educational resources for brokers, agents, and local associations in Mississippi.

Desired Outcomes

- ✓ **MAR will be recognized as a valuable resource by brokers and agents**
- ✓ **Mississippi REALTORS® will have easy access to the education needed to be successful and professional**
- ✓ **MAR will reach more members by working closely with local associations**

Goal 2.1: Deliver timely education to members to address real estate issues in a post-pandemic environment.

Goal 2.2: Improve communications within MAR's governance and with members and local associations.

Goal 2.3: Enhance member benefits programs including a review, update and expansion of the Broker EMT program.

Strategic Position 3

REALTORS® in Mississippi, with MAR leading the way, will be the leading voice for real estate issues at the state and local level.

Desired Outcomes

- ✓ **RPAC contributions and expenditures will increase.**
- ✓ **Mississippi REALTORS® will increase use of REALTOR® Party programs.**
- ✓ **Strategic relationships will enhance MAR's legislative and regulatory efforts.**
- ✓ **MAR will build stronger relationships/partnerships with local associations.**

Goal 3.1: Develop a plan for MAR to take a leadership role in utilizing REALTOR® Party programs in Mississippi.

Goal 3.2: Improve coordination with the advocacy efforts of local associations.

Goal 3.3: Enhance MAR's partnerships and relationships to drive legislative and regulatory success.