



THE L.E.A.S.E. PLAN

2021-2023

OUR MISSION To promote the REALTOR® Code of Ethics; to provide education, services and resources to our members; and to advocate the protection of real property rights.



LEAD

Expand our reputation as a premiere Association of REALTORS®.

LEADERSHIP

Identify, develop and position REALTORS® and Affiliates for leadership opportunities within and outside the Association through education and succession planning.

COLLABORATION

Identify opportunities to build member value through shared services and collaborative opportunities with other real estate industry organizations and partners.

FINANCIAL STRENGTH

Continue or exceed goals in stewardship of OCR assets and diversification through prudent financial management and oversight.

INVESTMENT IN BUSINESS STRUCTURE

Utilize innovative technology, use of efficient facilities with professional staffing to improve member value and services.



EDUCATE

Elevate careers and enhance professionalism.

FAIR HOUSING AND EQUAL OPPORTUNITY

Initiate programs which improve awareness of fair housing for members and the public.

PROFESSIONAL STANDARDS SUPPORT AND EDUCATION

Deliver education on Professional Standards while offering dispute resolution services for grievances and other conflicts.

MULTIMEDIA PROGRAM DELIVERY

Provide educational content through multiple platforms for members.

SIGNATURE EVENTS, EDUCATION AND SPEAKERS

Anticipate trends and opportunities to provide valuable programs, professional certifications and designations, all featuring dynamic speakers/trainers.



ADVOCATE

Mobilize members on critical issues and inform decision makers.

HOUSING POLICY AND PRIVATE PROPERTY RIGHTS

Monitor issues, build relationships with regulators, and champion housing policy with federal, state, and local officials.

ENGAGEMENT OF MEMBERS

Ensure members understand the value of advocacy and the opportunities to participate in community efforts, including the promotion of fair housing policies.

LOCAL INVOLVEMENT

Encourage members to serve in their local communities by participating in government, civic groups and being a community leader to promote real estate friendly candidates and issues.

VOTE, ACT, AND INVEST IN RAF

Educate members as to the importance of participating in and supporting public policy and government advocacy.



SERVE

Enrich communities through REALTOR® activity and contributions.

COMMUNITY ORGANIZATIONS

Partner with local organizations to amplify the REALTOR® impact on the community.

OUTREACH INITIATIVES

Encourage and assist REALTOR® involvement through volunteering and sharing expertise which enhances their respective communities.

PROMOTE THE BENEFITS OF A REALTOR®

Increase the public awareness of the role and value of REALTORS® and the REALTOR® brand through education and outreach.

MEMBER CARE

Continue to offer members in need financial relief through OCAR Cares and other well-being support services.



ENGAGE

Stage signature events and provide products and services which support member success.

GROWTH AND RESOURCES

Provide essential tools, benefits, and services to support the growth and success of our members.

DIVERSITY, EQUITY, AND INCLUSION

Promote opportunities to improve member DEI awareness and provide programs which further a culture where all members feel welcome.

CONNECTIONS AND NETWORKING

Facilitate opportunities to strengthen the relationships between members, the Association, and other REALTOR® organizations.

MEMBER EXPERIENCE

Provide exceptional customer service to all, which cultivates member satisfaction and the pride of belonging to a premier REALTOR® Association.