

2019-2021 Strategic Plan

Mission Statement:

St. Charles REALTORS® unites to advocate for real property rights, delivers educational programs that advance professionalism, connects members and the community through outreach, and is accountable and transparent to the membership.

Advocacy

- St. Charles REALTORS® will be seen by the public, media, and elected officials as the leading advocate for private property rights and real property ownership.
- We will actively engage on issues ranging from diversity and public education to economic development.
- We will educate our members on the value of our REALTOR® Party involvement.
- We will exceed participation rates in RPAC investments and NAR/State calls for action.

Community Outreach

- St. Charles REALTORS® will be the “Voice of Real Estate” by educating consumers on market statistics and real estate issues/trends that impact property ownership.
- We will raise our profile through community involvement in charitable and civic organizations.
- We will promote the value of using a REALTOR®.
- We will work collaboratively with community groups and organizations that share our goals.

Member Engagement & Professionalism

- St. Charles REALTORS® will engage brokers, agents and strategic partners with compelling programs, services, products and events that demonstrate the value of membership.
- We will provide opportunities that enhance the continued professional and leadership development of our members.
- We will enforce the REALTOR® Code of Ethics.
- We will provide educational opportunities that recognize emerging trends and technology, best practices and the diversity of our membership.
- We will deliver innovative and relevant resources that promote member success.
- We will also cultivate future leaders to ensure the long-term strength of our Association.