

The Five Strategic Goals are achieved by:

I. Membership

- Offering highly relevant benefits, services, and programs to promote member retention, continuous recruitment, inclusivity, and diversity.
- Creating a Young REALTOR® Forum to engage younger members (under 35).
- Tracking, quantifying, and reporting to the Board of Directors on member participation, satisfaction, trends, etc. in order to make better decisions.
- Maintaining meaningful, lasting relations with Affiliate Members.

II. Communications

- Enhancing communications with members and the public to promote the importance of the Real Estate profession, MLSNI, and the Association.
- Building relationships with the media and local communities to inform them about the Association and general industry.
- Distributing an annual report to keep members informed of the accomplishments of RANWC and the goals in the years ahead.
- Enhancing the quality of RANWC publications and communications of the Association.

III. Education and Training

- Offering extensive education, training, and information to increase the success and profitability of Association members, avoiding grievances, and keeping our members up to date on new regulation.
- Utilizing a new RANWC website to enhance educational marketing and processing.
- Determining and servicing the needs of the small office REALTORS® by developing educational courses similar to the Broker College but specifically targeting small offices.
- Offering Success Series Seminars planned in conjunction with the Affiliate Committee.
- Identifying leaders in the local community by creating the RANWC Leadership Academy.

IV. Government Advocacy

- Positioning the Association to be the advocate for REALTORS®, the Real Estate profession, and for property owners at the local, state, and federal levels.
- Identifying RANWC members who serve on public boards as “Members with Influence”.
- Promoting overall community awareness through various news media of the achievements and work of the Government Affairs Directors and committee to protect the Real Estate profession.
- Supporting and working with IAR and NAR governmental initiatives.
- Increasing member attendance at the Capitol Conference and Legislative Breakfast.
- Setting exemplary goals for RPAC fund raising.

V. Organizational Excellence

- Maintaining highly effective governance and management structure to maintain RANWC as a recognized model Association.
- Overseeing and managing the MLS merger and lockbox transition to protect the value of products and services.
- Considering assumptions, trends, and contingencies to make a fact based recommendation to the Board on the appropriate level of reserves to maintain in the Association.
- Formulating knowledge based decisions to govern the Association, including factual consideration of member satisfaction, industry trends, reports, surveys, etc.
- Communicating the importance and cultural expectations of Board service and the protocols of serving on the Board.
- Reviewing authority of the Executive Committee while balancing the duties of the Executive Committee and Board of Directors.
- Creating opportunities for the Board and staff to interface while getting to know each other, understanding their roles and responsibilities, and when possible showing appreciation for the staff by the Board.
- Funding staff professional development in an amount that encourages staff to grow and enhance skills to benefit RANWC.
- Determining a profitable, long-term strategy for the Lake County office in an ideal location with rental income potential.