

**2017-2019 Strategic Plan “At-A-Glance”**

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**NORTHERN RHODE ISLAND  
BOARD OF REALTORS®**

**CORE VALUES**

- We provide a professional environment for our members to serve and educate the public and create an awareness in which they will recognize our organization as the primary resource for all their real estate needs.
- We promote professionalism through education, technology & advocacy while ensuring our members have the resources they need to be successful in both today's & tomorrow's business.

*Our mission is to provide Northern Rhode Island Board of REALTORS® members with tools and resources to support their success.*

*Vision: “Empowering REALTORS® to be trusted resources for real estate in Northern Rhode Island”.*

<p><b>ADVOCATE</b></p>	<p><b>NRIBR takes an advocacy and activist role to promote stronger communities in Northern Rhode Island.</b></p>	<p><i>NRIBR will:</i></p> <ul style="list-style-type: none"> <li>• Raise 100% of the established RPAC fundraising goal.</li> <li>• Increase participation rates on NAR and RIAR calls for action that are 10% higher than the previous year.</li> </ul>
<p><b>EDUCATE</b></p>	<p><b>NRIBR builds awareness and value by providing members with education and events to encourage their professional success and participation.</b></p>	<p><i>NRIBR will:</i></p> <ul style="list-style-type: none"> <li>• Grow broker participation in NRIBR activities.</li> <li>• Evaluate the effectiveness of the Broker Caravan</li> <li>• Continue to offer relevant and affordable educational programs.</li> <li>• Offer classes on the fundamentals to new agents and brokers.</li> <li>• Evaluate current social events to ensure relevancy and participation.</li> <li>• Communicate with members through a variety of frequencies, formats, vehicles, including social media.</li> <li>• Solicit member feedback on single issues throughout the year.</li> <li>• Promote the benefits and services of NRIBR to pre-licensing students.</li> <li>• Offer a course to principle brokers on common unethical, REALTOR® professionalism, and illegal practices in order to inform and educate their agents.</li> <li>• Update communications plan to include personal outreach to new brokers/members to improve member engagement.</li> </ul>
<p><b>BUILD VALUE</b></p>	<p><b>NRIBR enhances the organization’s public relations efforts to build value and enhance our professional image.</b></p>	<p><i>NRIBR will:</i></p> <ul style="list-style-type: none"> <li>• Continue to improve NRIBR’s efforts to be the “Voice for Real Estate” in Northern RI.</li> <li>• Continue to promote and participate in charitable and community engagement opportunities.</li> </ul>
<p><b>GOVERN</b></p>	<p><b>NRIBR operations and governance has the strength, adaptability and accountability to efficiently meet its goals and objectives.</b></p>	<p><i>NRIBR will:</i></p> <ul style="list-style-type: none"> <li>• Continue to draw new volunteers into NRIBR.</li> <li>• Explore and establish programs to develop new leaders, such as a leadership academy or some other ongoing development program.</li> <li>• Consider creating a technology task force or committee to evaluate and educate members about new technologies.</li> <li>• Evaluate the possibility of consolidation and/or additional shared services.</li> </ul>