



STRATEGIC INITIATIVES 2018-2020

OUR MISSION

CCIAOR cultivates professionalism through embracing change and empowering expertise. We also advocate for issues, invest in initiatives, and build relationships to protect and advance REALTORS® ability to operate, a property owner's ability to transfer property, and the community as a desirable and viable place to live and do business.

EMPOWER EXCELLENCE

- Define, communicate and uphold the responsibility of membership in order to cultivate pride in the REALTOR® organization and the industry
- Run a professional standards program that encourages agents and the public to hold members accountable to the National Association of REALTORS® Code of Ethics
- Examine the impact of policies that equate CCIMLS participant & subscriber to equal REALTOR®

STRENGTHEN VALUE

- Work to ensure REALTORS® remain integral to real estate in all aspects
- Establish & promote the consumers perspective of what a REALTOR® brings to a transaction & assist the consumer in identifying trusted sources in real estate
- Provide succinct, relevant information that members can share with consumers and that promotes members' expertise

CULTIVATE PROFESSIONALISM

- Educate members to ensure they have a clear understanding of the transaction process and have the knowledge to service their clients in an ethical and legal manner throughout their career
- Offer relevant and innovative curriculums in a variety of environments to create engaging learning experiences that build expertise
- Provide opportunities for members to connect with colleagues in the industry to exchange ideas and grow professionally

OPERATE EFFECTIVELY

- Create programs and adopt best practices to develop skilled and forward-thinking leaders and to ensure decision-making anticipates members' needs
- Provide timely, relevant and transparent communications to members across demographics, experience levels and interests to increase engagement & promote the efforts the Association takes to further its mission
- Maintain and support a high quality staff that delivers an exceptional member experience and is a trusted resource to members

GROW INFLUENCE

- Strategically engage and build relationships with local and regional decision makers, REALTORS® and the public in efforts to advance CCIAOR public policy efforts
- Connect with & invest in local organizations and initiatives that further our mission and position REALTORS® as integral to the community
- Improve the culture of RPAC investing to protect & strengthen the industry

CCIAOR VALUES

COLLABORATION
COMMUNICATION
COMMUNITY ORIENTED

INTEGRITY
KNOWLEDGE

POWERING THE



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