

EMPOWER EXCELLENCE

- Provide industry leading resources and programs that empower REALTORS® committed to the real estate profession on Cape Cod, Martha's Vineyard and Nantucket
- Establish requirements of CCAOR membership that are above the minimum set by NAR to raise the standards of our marketplace
- Enforce an ethical standard of practice within the profession and educate and empower members and consumers to hold REALTORS® accountable to the Code of Ethics
- Provide skill building and support for engaged members to develop into leaders of organized real estate locally, statewide, and nationally

CULTIVATE PROFESSIONALISM

- Offer relevant and accessible curricula to create engaging and consistent learning experiences that build local market knowledge
- Educate members to ensure they have a clear understanding of the transaction process and have the knowledge to service all clients in a fair, ethical and legal manner throughout their career
- Provide engaging and accessible opportunities for members and staff to connect with colleagues in the industry to exchange ideas and grow professionally

GROW INFLUENCE

- Champion efforts to increase housing production and homeownership opportunities to keep a sustainable year-round regional economy
- Be on the forefront of issues impacting our region to craft productive solutions that are favorable to real estate
- Grow and maintain our influence in the region with local and regional decision makers, REALTORS® and the public in efforts to advance CCAOR public policy efforts
- Collaborate with and invest in local organizations and initiatives that further our mission and position REALTORS® as integral to the community
- Build a sustaining culture of RPAC investing to protect & strengthen the industry

2022-2024 STRATEGIC PLAN CAPE COD & ISLANDS ASSOCIATION OF REALTORS®

OPERATE EFFECTIVELY

- Invest in resources, programs and technology that deliver an exceptional experience for members throughout their membership journey
- Develop skilled, diverse and forward-thinking leaders that proactively position the organization for future changes
- Retain and support a high quality staff that is a trusted resource to members
- Provide timely, relevant and transparent communications to members promoting the efforts the Association takes to further its mission

STRENGTHEN VALUE

- Work to ensure REALTORS® add value to all aspects of real estate
- Promote the value the Code of Ethics brings to the public and the benefit to consumers of working with a REALTOR® who adheres to the Code of Ethics
- Support and facilitate initiatives that make the real estate industry more diverse, equitable and inclusive
- Be the trusted source of real estate information for the region and provide clear analysis of data and trends to educate members and shape public opinion