



# STRATEGIC PLAN

# MISSION. VISION. VALUES.

## **OUR MISSION**

The mission of the Greater LA of REALTORS® is supporting the success of our members and protecting property rights.

## **OUR VISION**

To raise the industry standard in member value, service, professionalism, innovation, and advocacy.

## **OUR VALUES**

Gratitude, Leadership,  
Advocacy, Relevancy

# GUIDING PRINCIPLES OF OUR CULTURE



We lead by example  
We are transparent  
We listen before we act  
We are results driven  
We give back



# OUR STRATEGIC FOCUS

**REALTOR® RELEVANCE** – GLAR is relevant in the daily lives of its members

**ENGAGING MEMBERSHIP** –GLAR welcomes members and fosters opportunities to establish solid pathways to engage in the association community

**FINANCIALLY PROFICIENT** - GLAR executes financial stewardship in both the investment and management of funds and adheres to the GAAP – Generally Accepted Accounting Principles

**REALTOR® PROFESSIONAL EVOLUTION** – Elevating members as leaders and professionals

**REALTORS® ADVOCATE** – GLAR is committed to expanding advocacy effectiveness for private property rights, free enterprise and responsible government pertaining to real estate related matters

# REALTOR® RELEVANCE

**GLAR is relevant in the daily lives of its members**

# REALTOR® RELEVANCE

## GLAR is relevant in the daily lives of its members

- **Member Value Proposition** – GLAR offers a comprehensive set of programs, products, services and benefits that elevate the value to its members, helping them to succeed in their business and community.
- **Member Requested Programming**- GLAR delivers pertinent professional development training and events tailored to member's needs and priorities.
- **Member Outreach** – GLAR communicates and informs members in a manner that resonates with them and encourages their engagement.

# ENGAGING MEMBERSHIP

**GLAR welcomes members and fosters opportunities  
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- **Simplify Interactions** – GLAR has a streamlined process for all member interactions.
- **Representative Governance** – GLAR continues to strengthen the voice and mobilization of its members through regional representation
- **Inclusive Engagement** - GLAR leverages the mutual benefits of its relationships and partnerships, with other real estate related organizations.



# FINANCIALLY PROFICIENT

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GLAR executes financial stewardship in both the investment and management of funds and adheres to the GAAP – Generally Accepted Accounting Principals

- **Responsible Fiscal Policies** – GLAR has well defined policies that Provide diligent oversight and accountability protocols.
- **Investment Policy** – GLAR has a prudent investment and asset growth strategy in concert with credentialed financial consultants and advisors
- **Facilities and Operation** - Recognizing the life-cycle of the organization's physical assets and its components, GLAR budgets for future capital improvement needs, renovations, replacements and maintaining the LEED's certification.
- **Business Growth and Income Diversification** – Glar is open to business growth opportunities and the development of incorporating diversified and alternative income streams

# REALTOR® PROFESSIONAL EVOLUTION

**Elevating members as leaders and professionals**

# REALTOR® PROFESSIONAL EVOLUTION

## Elevating members as leaders and professionals

- **Professional Development** – through a variety of methods, GLAR delivers a comprehensive package of professional and career development offerings tailored to our diverse member audiences and focused on advancing the professionalism of our members.
- **Leadership Development** – GLAR provides all members opportunities to understand the benefits of involvement and encourages members to elevate their personal leadership potential
- **Professional Standards** – Using the protocols required by the National Association of REALTORS®, GLAR efficiently executes the enforcement the standards outlined in the Code of Ethics and NAR's Arbitration Manual.

# REALTORS® ADVOCATE

**GLAR is committed to expanding advocacy effectiveness for private property rights, free enterprise and responsible government pertaining to real estate related matters**

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- **Education of our Core Values** – GLAR educates and engages government and community leaders, elected and public officials, area business leaders, members and neighborhood stakeholders, and the public regarding private property rights, increasing property ownership opportunities, housing production, housing and homeless related issues, and free enterprise.
- **RPAC-** GLAR has a vibrant culture for financially investing/contributing in the political process and recognizes the individual efforts of its members
- **Advance Legislation** - GLAR leverages a–mobilization program to include our neighborhood, local, State and National partners to support the REALTOR party advocacy effectiveness.
- **Increase our Presence and Influence** –GLAR coordinates its team of “key political contacts” who work with leaders serving on local area industry and community boards, commissions, regulatory bodies, and elected/appointed officials meaningful advancement of real estate related matters.
- **Strengthening the Realtor Brand** -- Inform the public the value of our profession, which includes showcasing our roles in GLAR Charitable Foundation, other local community partnerships, and legislative advocacy.