

2017 Strategic Plan

Area #1: Professional Development

Purpose: PCBR provides educational opportunities to its members to elevate their professionalism.

- I. **Goal:** PCBR provides exceptional curriculum for professional development.
- II. **Goal:** PCBR develops its leaders internally.
- III. **Goal:** PCBR provides community and industry specific speakers at events.
- IV. **Goal:** PCBR provides members with networking opportunities.
- V. **Goal:** PCBR provides an interactive website to enhance member access to professional development information.

Area #2: Communications & Marketing

Purpose: PCBR communicates the value of a REALTOR® & accurate industry information to its members and the public internally & externally.

- I. **Goal:** Through various communication venues, PCBR communicates relevant, timely & accurate statistics, industry information and advocacy information to its members.
- II. **Goal:** PCBR informs the public with accurate, reliable & valuable real estate industry information and reinforces the importance of hiring a Park City Board REALTOR® for their real estate transactions.
- III. **Goal:** PCBR utilizes effective mechanisms to convey overall market conditions & the advantages of using a Park City REALTOR®.

Area #3: Governance

Purpose: PCBR ensures legal compliance, fiscal responsibility & efficient operation of the organization.

- I. **Goal:** Have in place Bylaws are approved by NAR & policies approved by PCBR BOD.
- II. **Goal:** PCBR strives to have a diverse Board of Directors representing all members and brokers.
- III. **Goal:** CEO oversees operations, systems, facilities, consultants & staff.
- IV. **Goal:** PCBR DOB invests in the professional development of the CEO and Staff.
- V. **Goal:** PCBR provides leadership development for its CEO, BOD, committee chairs and Staff.
- VI. **Goal:** PCBR follows best practices for fiscal responsibility & adopts policies that ensure the fiscal integrity of our financial operations.

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- VII. **Goal:** PCBR has a Finance Committee that has specific responsibilities to the BOD
- VIII. **Goal:** PCBR continually evaluates opportunities for additional non-dues revenue income streams.
- IX. **Goal:** PCBR is open to explore opportunities for members and/or acquisitions that will foster an environment for economies of scale and increased benefits/services for members.
- X. **Goals:** PCBR regularly recognizes exemplary members.

Area #4: Community Relations

Purpose: By volunteering, donating and participating in local non-profit and community service organizations, PCBR demonstrates the positive role of REALTORS® as an integral part of our community.

- I. **Goal:** PCBR invests in our community.

Area #5: Advocacy

Purpose: PCBR is a proactive and influential voice in local government to protect, preserve and promote property rights and the professional interests of our industry.

- I. **Goal:** Promote political positions, platforms and policies to achieve the goals of our position statement.
- II. **Goal:** Promote the value of investing in and the benefits received from supporting RPAC.
- III. **Goal:** Financially & politically support candidates who champion our professional interests.
- IV. **Goal:** Cultivate relationships with industry and non-industry organizations.

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Area #6: MLS

Purpose: PCBR has an income producing MLS that provides subsidies to the PCBR budget and provides “state of the art” services for its participants.

- I. Goal: Provide superior service, support, communication, and education for existing technology.
- II. Goal: Research innovative technology.
- III. Goal: Implement exceptional methods and solutions.
- IV. Goal: Maintain user-friendly functionality.
- V. Goal: Maintain informational accuracy and integrity.
- VI. Goal: Sustain profitability.
- VII. Goal: Remain relevant.
- VIII. Goal: Provide programs and aid to support the members of the Park City Board of REALTORS®.
- XI. Goal: Have a set of Bylaws that are approved by NAR & policies approved by PCBR BOD.