



**Ithaca Board of  
REALTORS®**

Your Voice for Real Estate

# STRATEGIC PLAN 2021-2023

The Ithaca Board of REALTORS® (IBR) is committed to its members and to real property rights. IBR provides its members with programs, education, and services that will enable them to successfully conduct business in an ethical, competent, and professional manner; facilitates cooperation among its members and members of other boards; actively supports the public's right to use and transfer real property; promotes REALTORS® and the REALTOR® brand; advocates for fair housing to build better communities; and fosters diversity, equity, and inclusion among its members and within these communities.

<p><b>MEMBERSHIP SERVICES</b></p> <p>Enhance the REALTOR® value proposition to current and potential members by offering worthwhile opportunities to serve, learn, and connect.</p> 	<p><b>ADVOCACY FOR PROPERTY RIGHTS</b></p> <p>Increase advocacy, public policy support, and public relations efforts that maintain the rights of homeowners and REALTORS®.</p> 	<p><b>DIVERSITY, EQUITY, AND INCLUSION</b></p> <p>Actively champion diversity, equity, inclusion, and fair housing through the creation of a culture that welcomes and supports all individuals and groups.</p> 	<p><b>FINANCIAL SOLVENCY</b></p> <p>Maintain financial solvency through responsible fiscal management.</p> 
<ul style="list-style-type: none"> <li>❖ Understand and adapt to the role of technology and how it affects members:               <ul style="list-style-type: none"> <li>✓ Research, evaluate, and respond to the technology needs of members.</li> <li>✓ Expand education and training opportunities on new and emerging technologies that support member efficiency, effectiveness, and profitability.</li> </ul> </li> <li>❖ Facilitate and encourage cooperation among our members and regionally:               <ul style="list-style-type: none"> <li>✓ Highlight the benefit of cooperation among members by promoting NAR's guidelines, including Pathways to Professionalism and the Code of Ethics.</li> <li>✓ Explore regional opportunities for MLS cooperation.</li> <li>✓ Engage MLS Committee and other stakeholders in the interest of our members.</li> </ul> </li> <li>❖ Promote and protect the value of a REALTOR®:               <ul style="list-style-type: none"> <li>✓ Create a consistent branding and marketing campaign.</li> <li>✓ Create more direct community marketing to promote REALTORS®.</li> <li>✓ Provide information to consumers about specific actions and professional advice that REALTORS® provide.</li> </ul> </li> <li>❖ Promote overall member benefits and leadership development opportunities:               <ul style="list-style-type: none"> <li>✓ Fund current leadership development grant program.</li> <li>✓ Promote and grant education scholarships.</li> <li>✓ Promote NAR and NYSAR resources.</li> <li>✓ Recruit and educate volunteer leaders.</li> <li>✓ Expect committee chairs to create engagement incentives.</li> <li>✓ Encourage members to attend board functions.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ Increase member involvement in government affairs:               <ul style="list-style-type: none"> <li>✓ Educate membership as to why they should be involved in government affairs.</li> <li>✓ Engage members in calls for action through timely and consistent communications and clarity on expectations for responding.</li> <li>✓ Measure members activity in calls for action through use of technology.</li> <li>✓ Encourage member participation in official lobbying activities.</li> <li>✓ Support REALTOR® members running for or serving in government positions.</li> </ul> </li> <li>❖ Engage local government affairs director (GAD) to stay abreast of proposed changes related to zoning and other local policies potentially impacting real estate and property ownership.</li> <li>❖ Actively campaign for home ownership issues.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Create and support a culture of inclusion to welcome diversity to the IBR.</li> <li>❖ Recognize and communicate that diversity includes many factors (gender, race, ability, thought, attitude, knowledge, political persuasion, age, etc.) and educate members and the public.</li> <li>❖ Set future diversity goals utilizing baseline compositional measurements and periodic comparison and reassessment.</li> <li>❖ Educate members on fair housing by helping people understand what REALTORS® do and how they do it.</li> <li>❖ Educate members to increase awareness of our communities: how people live together physically and in society (social climate, health, demographics, and economics).</li> </ul>	<ul style="list-style-type: none"> <li>❖ Review and manage all capital assets.</li> <li>❖ Explore non-dues revenues as opportunities.</li> <li>❖ Perform annual review of the Board financial policies.</li> </ul>