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Central Panhandle Association of Realtors®

# **Strategic Plan**

Developed 2025

## **Mission/Vision:**

**CPAR is the voice for real estate in Northwest Florida serving as an organization that elevates professionalism, governmental influence, and community impact.**



## Strategic Priorities

- I. **VOICE** - Advocate for REALTOR® issues and property rights.
- II. **TOOLS** - Be the real estate data source of choice for REALTORS® and consumers.
- III. **EXCELLENCE** – Provide education and leadership opportunities to support professionalism and compliance with the Code of Ethics and Fair Housing.
- IV. **OUTREACH** – Increase awareness of the community contributions by REALTORS® and association.
- v. **STRUCTURE** – Maintain the structure and resources integral to delivering value and

# VOICE

I. **VOICE** - Advocate for REALTOR® issues and property rights.

- A. **Affordable Housing:** Support efforts for affordable, accessible, attainable housing.
  - i. Maintain relationships with necessary government agencies who provide purchase assistance programs and education.
  - ii. Stay abreast of government initiatives and become involved in advocating for new programs or community ideas.
  - iii. Provide resources for first time homebuyers.
  - iv. Advocate and promote Florida REALTORS® Hometown Heroes program.
  - v. Stay informed and educate members regarding the ever-changing landscape of homeowners' insurance issues, and advocate for insurance reform that positively impacts homeowners.
  
- B. **RPAC Involvement and Major Investors:** Encourage RPAC participation and identify potential Major Investors.
  - i. Provide education on the importance of RPAC and encourage fair share participation amongst membership.
  - ii. Utilize testimony of long-term investors to educate the membership on RPAC and levels of giving.
  - iii. Host events that solicit investors and Major Investors as well as recognize current investors.
  - iv. Utilize Grants at the state and national levels to raise money for RPAC.
  - v. Create and promote educational videos on what RPAC is and is not, how to invest, real-life examples of the impact of RPAC investors on the industry and the community, and investors' personal stories about why they believe in investing in RPAC.
  - vi. Foster stronger partnerships between CPAR members and the RPAC Committee to enhance education and awareness about the impact of RPAC investment.

**C. Influence and Issues:** Advocate for real estate issues at the local, state, and national levels, in partnership with the National Association of REALTORS® and Florida REALTORS®. Identify and support REALTOR® Champions.

- i. Encourage participation and support for the Governmental Affairs Committee.
- ii. Monitor local issues and create position papers supporting or opposing issues that directly affect private property rights, home ownership, and the Realtor profession.
- iii. Screen candidates at the local and state level to identify REALTOR® Champions.
- iv. Monitor and support State and National issues.

# TOOLS

## I. **TOOLS** - Be the real estate data source of choice for REALTORS® and consumers.

- A. **Data Integrity:** Provide the highest levels of data accuracy and integrity.
  - i. Evaluate and implement an error reporting system that works efficiently.
  - ii. Provide further education on MLS and MLS rules.
  - iii. Maintain Real Estate Standard Organization (RESO) Platinum Certification.
  - iv. Bring awareness and education to local, state, and national rules, regulations, and laws.
  - v. Empower the MLS committee to develop strategies to better enforce new and existing rules
- B. **Technology and Tools:** Maintain a user-friendly platform, providing tools to enhance and simplify transactions.
  - i. Research and evaluate emerging technology tools, including but not limited to AI tools, to help improve member efficiency and productivity.
  - ii. Evaluate usage and performance of currently implemented tools.
  - iii. Provide awareness on MLS tools and resources to increase utilization rate.
  - iv. Provide tools that integrate city & county data with showing services
  - v. Provide tool(s) that enhance Realtor Safety.
  - vi. Constantly evaluate and update MLS fields to better simplify ease of use in the MLS.
  - vii. Stay abreast and implement changes as predicated by NAR.
- C. **Growth:** Position the MLS for continued growth and expansion in the region.
  - i. Maintain an independent identity as CPAR MLS while actively exploring future opportunities of data sharing, regionalization, etc.
  - ii. Evaluate programs to integrate and streamline member technology tools for member efficiency, to include the MLS, calendar(s), accounts, and apps.
  - iii. Continue to provide information on the importance and value of utilizing the Association MLS.

# EXCELLENCE

- II. **EXCELLENCE** – Provide education and leadership opportunities to support professionalism and compliance with the Code of Ethics and Fair Housing.
  - A. **Professionalism:** Elevate careers through leadership development and advanced designations.
    - i. Focus on the Code of Ethics, Fair Housing, and Pathways to Professionalism.
    - ii. Continue to provide GRI, continuing education, advanced designations, and certification training opportunities.
    - iii. Promote participation in local, state and national Leadership Academy programs and other leadership development opportunities.
  - B. **Education:** Deliver highly relevant education through varied opportunities and platforms.
    - i. Increase member participation in skill development and advanced knowledge opportunities.
    - ii. Provide classes that educate the members on better ways to utilize the tools at their disposal.
    - iii. Cultivate additional curriculum and instructors through CPAR's School of Real Estate.
  - C. **Ethics:** Enhance professionalism by promoting adherence to the Code of Ethics and efficient professional standards processes.
    - i. Promote NAR programs such as C2EX, Pathways to Professionalism, and Fairhaven.
    - ii. Encourage participation on the Grievance Committee.
    - iii. Educate members on common Code of Ethics violations.
    - iv. Provide additional classes that enhance skills for working with the public and educate consumers on why it's important to work with a REALTOR® by promoting the brand.
    - v. Provide annual Professional Standards Training.

# OUTREACH

III. **OUTREACH** – Increase awareness of the community contributions by REALTORS® and the association.

- A. **Involvement:** Engage members through association and REALTOR®-driven initiatives.
  - i. Continue to partner with local charitable organizations to host events that both raise awareness of the charities themselves and of CPAR's charitable community outreach.
  - ii. Bring awareness to the mission of the Benevolence committee and encourage membership participation.
- B. **Diversity:** Recognize and embrace the diversity of our association and communities.
  - i. Task the Global Diversity Committee with reviewing current inclusion practices and making recommendation(s) for further expansion.
  - ii. Continue and expand Diversity training and education for staff and members.
  - iii. Encourage diverse committee and leadership participation
- C. **Community:** Utilize grants from NAR and other grant sources to fund initiatives that address local needs and engage communities.
  - i. Utilize grants for physical improvements to enhance the functionality and usability of community spaces.
  - ii. Strengthen relationships with other local like-minded organizations and offer to partner on community improvement projects.
  - iii. Seek to further nourish our presence in the Northern Counties and seek input from members in those areas for possible opportunities for grant utilization

# STRUCTURE

IV. **STRUCTURE** – Maintain the structure and resources integral to delivering value and growing the association.

**A. Governance and Volunteers:** Cultivate and provide leadership in REALTOR® organizations and throughout our communities.

- i. Identify future leaders and support them in their efforts in the community and encourage participation in Leadership Academy.
- ii. Encourage committee involvement at the local, state and national levels.
- iii. Innovate ways to entice further interest and involvement in the Association and its communities.
- iv. Strengthen relationships with Brokers to effectively communicate member benefits and tools to their agents, ensuring greater engagement and utilization.
- v. Explore opportunities for the association to operate as a separate entity from the MLS.

**B. Financial Stewardship:** Manage association assets with prudence, ensuring maximum benefit for our membership and advancement of the mission.

- I. Research and identify healthy investment options.
- II. Look for additional opportunities to create non-dues revenue.
- III. Maintain checks and balances for good financial stewardship.
- IV. Annually evaluate all member fees to continue to provide additional benefits to members.
- V. Create opportunities for the finance committee and the Board of Directors to be more informed on current financial practices and budget processes.

**C. Support:** Employ and support the association CEO, and staff's professional development to deliver efficient and effective operations.

- i. Executive Committee will conduct an annual review of the CEO.
- ii. CEO shall conduct an annual review of staff.
- iii. CEO shall implement staff development and training, as needed.
- iv. Encourage staff to attend training and networking through NAR and Florida REALTORS®.