

New Canaan Board of REALTORS®
Strategic Plan 2022-2023

A Strategic Planning Committee of the New Canaan Board of REALTORS® was charged with identifying the areas that should be the strategic focus of the organization in 2022-2023. Discussions included changes in the real estate industry and strengths/weaknesses/threats/opportunities of the Board.

The plan is inclusive of continuation of ongoing programs with specific areas of focus to best serve the members, real estate industry and New Canaan in 2022 and 2023.

VISION: To protect and enhance the success of our members and be the voice of real estate to our community.

MISSION: To support our members by providing services which enhance their ability to conduct business with integrity, expertise and professionalism.

CORE VALUES: The core values of the New Canaan Board of REALTORS® are:

- **Respect** – we treat others the way we want to be treated, as is consistent with the words of the preamble to the NAR Code of Ethics.
- **Honesty** – we are open and transparent in all of our dealings.
- **Integrity** – we look for opportunities to serve the interests of others, not just ourselves.
- **Affirmation** – we look for and highlight the positive actions we see around us.
- **Professionalism and Development** – we are committed to continuous improvement in all we do.

FOCUS AREAS:

- **Professionalism**
- **Training and Education**
- **Consumer Outreach**
- **Grievance & Professional Standards**
- **Social**
- **MLS**
- **Advocacy**
- **DEI (Diversity, Equity and Inclusion)**
- **Fair Housing**

STRATEGIES:

Professionalism

- Consider Professional Courtesies for possible adoption and identify how to educate on those (e.g., dress code, feedback on showings)
- Provide clarity to members on what services are provided by the Board to help them be better Realtors
- Educate how to reach staff and what is available from the Board

Training and Education

- Focus on CE and MLS training virtually and in-person when possible
- Offer ethics tips
- Offer a program that highlights town resources
- Offer a program on navigating town hall
- Identify and offer short work shop topics (e.g., negotiation, other general information)

Sell New Canaan

- Continue to fund and expand the LiveNewCanaan program

Grievance & Professional Standards

- Communicate availability of grievance process
- Educate members about mediation and ombudsman service processes
- Require ombudsman training basics for Board of Directors members to expand awareness

Social

- Proactively support businesses in the town
- Be a resource within the town

MLS

- Continue to review all the options to the New Canaan MLS
- Evaluate the financial and practical implications of selling the building.

Advocacy

- Identify how to better communicate with legislators and have an impact that will lead to improvements in the state.
- Be watchdogs for our industry, educate our members on issues and encourage them to engage politically.
- Reach out to our legislators to identify issues that need to be addressed.

Diversity, Equity and Inclusion

- Require all members to complete DEI education as part of license renewal process

Fair Housing

- Require all members to complete education with a Fair Housing component