



Corpus Christi Association of REALTORS®

2022-2023 Strategic Plan

Our Mission:

Enhance member professionalism, be a trusted resource to the diverse communities we serve and protect real property rights.

Member Engagement and Services <i>Promote the value and relevancy of the association to support a culture of inclusive member engagement.</i>	Professionalism and Education <i>Deliver professional development programs to enhance professionalism and competency of the REALTOR®.</i>	Consumer Outreach <i>Create a culture of advocacy as the voice for real estate in the communities we serve.</i>	Advocacy <i>Create a culture of advocacy as the voice for real estate in the communities we serve.</i>	Diversity Embrace Diversity and cultivate an inclusive environment. Showcase our commitment to diversity in the community.
Improve messaging to focus on value.	Develop broker resources to enhance professionalism, competency, and oversight.	Spotlight the association through paid and earned media to enhance the REALTOR® brand.	Promote the tangible value of TREPAC and how it relates to member business outcomes.	Promote diversity, equity, and inclusion through association education and programs.
Diversify communication methods.	Provide and promote focused education for new members.	Provide market statistics to local governments and media.	Establish a culture of advocacy with new members.	Expand the scope of the Diversity Committee to include equity and inclusion.
Better engage with new members, affiliates, and brokers.	Offer topics that impact financial success including legal and risk management.	Utilize diverse messaging to reach diverse audiences.	Utilize state and national TREPAC communications resources.	Determine areas of improvement for the association
Expand presence in areas outside of Corpus Christi.	Develop and offer specialized offering that focus on geographical competency.	Educate consumers on the role of a REALTOR® in real estate transactions.	Create coalitions with community partners and engage in grassroots activities.	Explore multiple forms of diversity and tailor initiatives to expand DE&I in those areas.
Conduct a structural audit and task a committee to focus on member services.	Promote education offerings through diverse methods.	Highlight and recognize REALTORS® in community strategic partnerships.	Recognize and thank TREPAC investors.	
Explore opportunities to expand CCAR's jurisdiction and support MLS expansion.	Explore the creation of a TRLP program to cultivate new and emerging leaders.	Engage in community service projects while showcasing the REALTOR® brand.	Provide resources to area economic development groups.	
	Provide and promote REALTOR® Code of Ethics training.	Provide and promote REALTOR® Code of Ethics training.	Expand GA presence in communities outside Corpus Christi.	
		Strengthen community partnerships to show the value of REALTOR® involvement.	Promote transparency into how and why candidates are selected for support.	