

Idaho REALTORS®

Strategic Plan 2018-2020

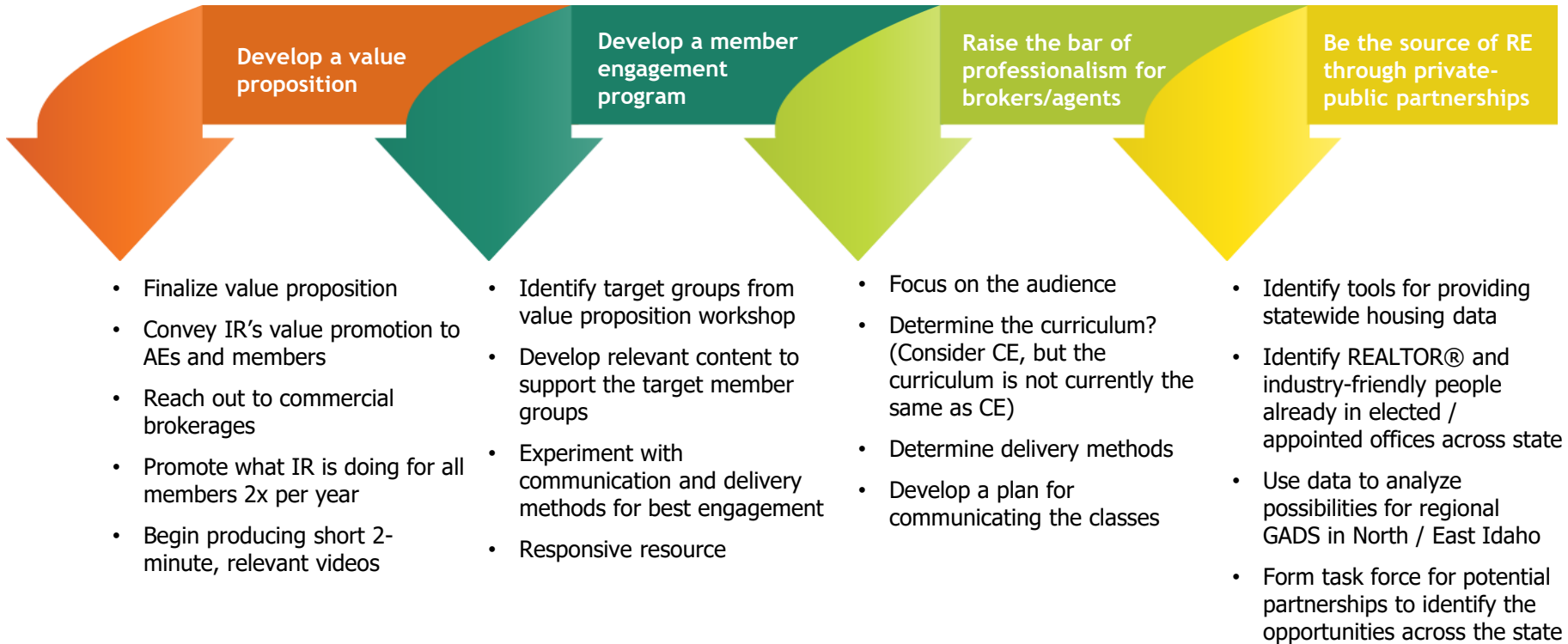


IR Vision

Idaho REALTORS® - THE essential partner in all things real estate..

IR Mission

We advance the interests of Idaho REALTORS®.



Our Core Values: Committed | Cooperative | Authentic | Engaged | Trustworthy

Values

We share these cultural values. They guide our behavior, our interactions and the work we accomplish to achieve our strategic goals:



1. We are committed.

- a. We think beyond ourselves to work together as a team for the benefit of IR.
- b. We're more committed to IR than to ourselves.

2. We cooperate.

- a. We listen. We speak up.
- b. We come together - to move forward..

3. We are authentic.

- a. Be real. Be you.

4. We are fully engaged.

- a. We speak up. We participate.

5. We have an environment of trust.

- a. When we talk in the room, we keep it in the room.
- b. We support the decision, even if it goes another way than what we wanted.

G1: Develop a value proposition

Develop its value proposition and use it to engage and interact with members to grow/build.

Outcome: Members are be more engaged, interested and ultimately we'll have better participation rates in all key activities across IR.

G2: Develop a member engagement program

Develop and implement a comprehensive member engagement program for key member segments.

Outcome: Members are happier, more confident, competent and connected to IR.

G3: Raise the bar of professionalism for brokers/agents

Raise the bar of professionalism across the state by developing a real life professional development strategy for brokers/agents alike.

Outcome: Members are more competent, confident, equipped, and consider IR a partner, improve confidence in REALTOR® brand.

G4: Be the source of Real Estate through private-public partnerships

Be the source of real estate through an integrated plan to develop private-public partnerships and influence to grow more communities across Idaho.

Outcome: REALTORS® have a seat at the table with every government entity across the state / more REALTORS® in office.
