

STRATEGIC PLAN 2018 - 2021

Dutchess County
Association of REALTORS®



www.dcar.com

OUR MISSION

Dutchess County Association of REALTORS® provides programs and services to support and enhance their members' ability to excel and to better serve the communities in which they work and live.

OUR VISION

Dutchess County Association of REALTORS® serves, supports and inspires excellence in the real estate community.

PROVIDE

DCAR serves the membership and community through philanthropy, volunteerism, communication, and a high standard of professionalism.

DCAR will:

Be the Voice for Real Estate for Dutchess County, promoting market statistics, trends, and issues to members and consumers

Fundraise for Local Charities and invest in the community

Promote the Value of DCAR, NAR, and NYSAR

Offer networking opportunities

Provide relevant and timely electronic communications to members

Communicate the value of REALTORS® to the public to strengthen the perception of the brand

Invest in an improved mobile friendly website, text, and social media communication

ELEVATE

DCAR continually offers it's members opportunities to educate themselves and be more successful in their career.

DCAR will:

Promote and enforce high ethical standards in real estate

Be the trusted source for professionalism and Real Estate information

Provide dispute resolution services

Enforce Code of Ethics Compliance

Offer market driven Continuing Education Opportunities

Give free professional development seminars to its members

Promote diversity within the association and community

Promote REALTOR Safety®

ADVOCATE

DCAR advocates for homeownership rights on the county, state and national level.

DCAR will:

Lobby to our local, state and national elected officials

Promote Calls to Action

Utilize REALTOR® Party Resources

Communicate value of RPAC to members

Collaborate with other REALTOR® Associations to ensure a larger and more powerful voice

Apply services of a NYSAR shared GAD to assist with advocacy efforts

Engage in and promote Dutchess County Events

LEAD

DCAR maintains governance, policies, procedures, & accountability processes that meet NAR Core Standards Requirements, & fosters professionalism & leadership development.

DCAR will:

Establish goals and hold itself accountable

Cultivate volunteerism, fresh leadership and ideas

Invest in training current and future association leaders & staff

Maintain financial viability and investment opportunities

Expand collaboration with like minded organizations

Pursue grant opportunities

Be prepared for natural disaster, leadership and staff succession