

Sarasota Association of Realtors®, Inc.
2010 Strategic Plan

Mission

The mission of the Sarasota Association of Realtors® is to advance members' professionalism through the delivery of education and resources while upholding the Realtors' Code of Ethics.

We are committed to be the leading advocate of real estate in the communities we serve by protecting private property rights and expanding relationships with individuals and organizations both locally and worldwide.

Social

SAR is THE source for accurate real estate information and resources to enhance community involvement, member professionalism, and global reach.

- SAR will communicate with 60% of its members using social media by December 31, 2010.
- SAR will increase members' participation in professional designations and other educational opportunities by 8% in 2010.
- SAR will have 30% of its members involved in some type of community outreach project in 2010.
- SAR will have 15% of its members utilizing various tools to reach international markets in 2010.

Technological

SAR members embrace technology.

- SAR will provide technology education for members at all skill levels by June 2010.
- SAR will identify affordable, targeted technology tools for members monthly.

Economic

SAR is a proactive source of relevant economic information to keep its members, the media, and general public informed of current economic trends.

- Continuously disseminate current economic trends and issues.
- Implement an information exchange quarterly between lenders and the Realtor community to identify and overcome obstacles that impede transactions.

Political

SAR is the advocate for private property rights for a balanced and viable Sarasota County.

- Increase voter participation among Realtors from 31% to 35% to support election of public officials who support our objectives in the 2010 election cycle.
- Identify and analyze issues to formulate and communicate positions to SAR members and the public.
- Increase RPAC funding in the 2010 election for candidates who support our objective.
- Increase RPAC contributions by 40% over 2009.