



STRATEGIC PLAN 2018 - 2020

Elected by the membership, the leadership works with the staff to determine the goals that will lead to successfully empowering our members and strengthening the marketplace. Every committee, department, and individual team member plays a critical role in successfully accomplishing our mission. We measure our success against customer satisfaction and other key performance indicators. MIBOR has identified 5 core competencies through which we will achieve our 5 goals. We will **collaborate, advocate, educate, innovate, and communicate.**

OUR MISSION

MIBOR REALTOR® Association empowers members and strengthens the marketplace in central Indiana through collaboration, advocacy, professionalism, education, and innovation.

GOALS 2018-2020

ENSURE MARKET EFFICIENCY

STRENGTHEN OUR COMMUNITIES

PROMOTE PROFESSIONALISM

PRESERVE MEMBER RELEVANCY

BE THE DEFINITIVE SOURCE

ENSURE MARKET EFFICIENCY

THROUGH INNOVATION

- Provide members with a stable trading platform
- Maximize geographic area available to MIBOR members

THROUGH COLLABORATION

- Partner with organizations of relevant interests to address common housing and land use issues such as available housing and affordability
- Maximize the effectiveness of economic development efforts in central Indiana to attract and retain jobs, promote capital investment, increase wages, and develop the labor force

THROUGH EDUCATION & COMMUNICATION

- Produce, publish, and present market trend analysis that will help to educate officials, relevant groups, the public, and our members

STRENGTHEN OUR COMMUNITY

THROUGH ADVOCACY

- Be the leading voice for property rights and real estate issues
- Identify and support candidates

THROUGH COLLABORATION

- Support community initiatives that foster a favorable environment in which to conduct real estate transactions
- Increase MIBOR community involvement

THROUGH COMMUNICATION

- Arm members with information about community initiatives

PROMOTE PROFESSIONALISM

THROUGH EDUCATION

- Create a culture where MIBOR members are professional, ethical, cooperative, and accountable
- Enable and protect the efficient flow of member transactions
- Retain committed and knowledgeable members for service on Grievance and Professional Standards Committees

PRESERVE MEMBER RELEVANCY

THROUGH INNOVATION

- Ensure members have access to the best, most accurate and complete property data
- Minimize unauthorized use of the Broker Listing Cooperative®

THROUGH COMMUNICATION

- Maximize awareness on issues that impact the quality of life in communities, property values, and emerging market trends
- Promote MIBOR members as role models of professionalism, knowledge, and expertise for all housing topics
- Promote the value of a REALTOR®

BE THE DEFINITIVE SOURCE

THROUGH COMMUNICATION

- Be the definitive source for housing data within MIBOR market area