



# STRATEGIC PLAN 2021 - 2023

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.

## GOALS

- ENSURE MARKET EFFICIENCY**
- STRENGTHEN OUR COMMUNITIES**
- PROMOTE PROFESSIONALISM**
- CULTIVATE MEMBER RELEVANCE**
- BE THE DEFINITIVE SOURCE**

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# OUR MISSION



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

## ENSURE MARKET EFFICIENCY

Ensure data is accurate, timely and dependable .

Ensure housing supply meets housing demand across the marketplace

As the leading voice for property rights and real estate issues in central Indiana, specifically address disparities in Black community home value/equity gaps and Black community access to credit.

## STRENGTHEN OUR COMMUNITY

As we advance economic and community development efforts that are place-based and people-focused, we will mine members' knowledge of the reasons why people move within/stay/leave central Indiana to support and or influence policy changes and support efforts that help to sell our region.

Increase opportunities for homeowners and eliminate racial inequities in homeownership rates

## PROMOTE PROFESSIONALISM

Build our reputation for embracing unity in diversity by providing the membership meaningful and practical education and training on Fair Housing and equitable housing opportunities and practices, supporting and promoting the success of minority homeowners, support accountability for members who practice discrimination, and bring diversity to our leadership and membership that reflects our service area.

## CULTIVATE MEMBER RELEVANCE

Increase diversity of membership and leadership to be reflective of our service area by recruiting minorities into the profession and into MIBOR Membership, committees, workgroups, and taskforces.

Drive change so our members continue to evolve and adapt as markets, economies, and technology shifts.

Tell our story to educate other of the “coolness” factor of both central Indiana/Indy region and REALTORS involvement in our communities.

## BE THE DEFINITIVE SOURCE

Control our data so are nimble in best serving the needs of our brokers, we will look for innovative ways to separate our listing database from ender dependence.

Arm members with research and data to share within their spheres of influence so clients and consumers look to REALTORS® as the source of information on all things housing.