



# 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.

## GOALS

- ENSURE MARKET EFFICIENCY**
- STRENGTHEN OUR COMMUNITIES**
- PROMOTE PROFESSIONALISM**
- PRESERVE MEMBER RELEVANCY**
- 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

### INNOVATION

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

### COLLABORATION

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

### 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

### ADVOCACY

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

### COLLABORATION

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

### COMMUNICATION

- Arm members with information about community initiatives.

## PROMOTE PROFESSIONALISM

### 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

### 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®.

### INNOVATION

- Ensure members have access to the best, most accurate and complete property data.
- Minimize unauthorized use of BLC® listing service content.

## BE THE DEFINITIVE SOURCE

### COMMUNICATION

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