



**MIBOR**  
REALTOR® ASSOCIATION

# STRATEGIC PLAN

## 2021 - 2023

### OUR MISSION:

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

### OUR CORPORATE VALUES:

**1. SERVICE**

*Service is Everything! It is our "WHY." We exist to support and empower our members*

**2. EXCELLENCE**

*Excellence is Expected! We are effective and productive in delivering high quality results*

**3. INTEGRITY**

*Integrity is Essential! We are fair and ethical, and we follow through on our commitments*

**4. COLLABORATION**

*Collaboration is Key! We leverage our diverse talents to achieve collective goals*

**5. FAMILY**

*Family is Valued! We demonstrate this by building meaningful relationships based on respect, compassion, and encouragement.*

**MIBOR REALTOR® Association** is the professional association representing central Indiana's REALTORS®. Founded in 1912, MIBOR was established by 43 charter members and today serves nearly 9,000 members. Approximately 700 of those members hold Affiliate Membership. MIBOR's service area covers Boone, Brown, Decatur, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Montgomery, Morgan, and Shelby counties. There are approximately **300** additional subscribers to the MIBOR Broker Listing Cooperative®, including REALTORS® in Bartholomew, Jackson, Jennings, and Putnam counties.

Elected by the membership, the leadership works through the staff to play a critical role in central Indiana by achieving the following strategic priorities.

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

## ENSURE MARKET EFFICIENCY

### Strategic Priority #1

MIBOR REALTOR® Association is committed to ensuring that an efficient real estate market exists in central Indiana. This is vital to the prosperity of our members, the wealth and safety of their clients, and the protection and promotion of homeownership.

Therefore, Leadership has directed MIBOR to focus on the following goals:

1. Provide a stable listing service that effectively serves as a trading platform for real estate throughout our service area and provides ancillary products and services to meet the business needs of our members giving them a competitive advantage over non-member licensees.
2. Track and positively influence the impact of local regulations on the real estate industry and homeownership.
3. Ensure housing supply meets housing demand across the marketplace.
4. Be the leading voice for property rights and real estate issues in central Indiana.
5. Elect candidates for local office who support property rights and the interest of REALTORS® and homeowners.

## STRENGTHEN OUR COMMUNITIES

### Strategic Priority #2

One of MIBOR's strengths is our ability to convene partnerships. We must continue to invest and support the economic and community development efforts in central Indiana that have a major focus on quality of life, talent attraction, place making, creation of jobs, and pro-growth strategies for transportation, land use, and infrastructure. Through this level of engagement, MIBOR strengthens our communities.

Therefore, Leadership has directed MIBOR to focus on the following goals:

1. Advance economic and community development efforts that are place-based and people focused.
2. Advance public policy initiatives toward thriving communities that will attract people and strengthen our quality of place.
3. Increase opportunities for homeownership and eliminate the racial inequities in homeownership rates.
4. Elect candidates for local elected office who support public policy initiatives toward thriving communities that will attract people and strengthen our quality of place.
5. Increase MIBOR community involvement.

## PROMOTE PROFESSIONALISM

### Strategic Priority #3

MIBOR REALTORS® hold themselves and each other to the optimum performance the public has a right to expect. They work hard to maintain and improve the standards of their profession and share a common responsibility for its integrity and honor. In addition to upholding the 17 Articles of the REALTOR® Code of Ethics, the leadership has directed MIBOR to:

1. Create a culture where MIBOR members are professional, ethical, cooperative, and accountable.
2. Ensure transactions are efficient.
3. Build a reputation for embracing unity in diversity.

## CULTIVATE MEMBER RELEVANCE

### Strategic Priority #4

Real estate transactions are complex. The ideal real estate transaction involves the professionalism of a REALTOR®. In many ways new entrants to the real estate industry are challenging the relevancy of the REALTOR® through implications that technology can remove complexity and thus remove the need for the services provided by the broker. We reject that idea and believe that in the interest of an efficient, satisfying transaction, consumers are best served when using a REALTOR®. MIBOR, through our structure, our workforce, and the services we provide focuses on empowering our members to best meet the needs of their clients.

Therefore, leadership has directed MIBOR to focus on the following goals:

1. Build an unbeatable brand.
2. Increase diversity of membership and leadership.
3. Ensure members have access to the best, most accurate and complete property data.
4. Drive Change.
5. Keep MIBOR members up to date on industry trends and ahead of disruptive change.
6. Tell Our Story

## BE THE DEFINITIVE SOURCE

### Strategic Priority #5

MIBOR achieves this Strategic Priority by safeguarding market information, enforcing rules that govern market participation, and arming members with information and talking points that communicate the value REALTORS® bring to the real estate transaction, marketplace, and community. This allows our members to do their jobs with confidence and allows

consumers to rely on the accuracy, timeliness and dependability of the information shared by a REALTOR®. The MIBOR BLC® listing service is the platform on which transactions come together. It creates a dynamic community of professionals; competitors working together to create a healthy, efficient marketplace. It provides business intelligence to fuel decisions across the many communities we serve.

Therefore, leadership has directed MIBOR to focus on the following goals:

1. Control our own data so we can best serve the needs of our brokers.
2. Provide members with accurate, timely and reliable content designed to be shared by members with their spheres of influence, clients, and consumers
3. Use data content and analysis to engage the media and help shape public policy.
4. Use data content and analysis to support economic and community development efforts.

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## STRATEGIC FOCUS 2021 - 2023

Every year the MIBOR Leadership works with the staff executive team to determine the goals that will lead to successfully empowering our members and strengthening the marketplace. Much of what is contained in the Strategic plan is continuously achieved through the ongoing processes and procedures built into the daily work of the staff. Those goals will continue to be met. However, for 2020 and through 2023, the leadership has placed specific emphasis on the following goals contained in this document.

### PRIMARY FOCUS within strategic priority #1

#### ENSURE MARKET EFFICIENCY

- Ensure data is accurate, timely and dependable
  - Metric: compliance program monitor violations/fines/hearings
- Ensure housing supply meets housing demand across the marketplace
  - Metric: monitor income/price ratios and available inventory
- 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.
  - Metric: report engagement numbers
  - Metric: report homes values in specific neighborhoods

### PRIMARY FOCUS within strategic priority #2

#### STRENGTHEN OUR COMMUNITIES

- 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.
- Metrics: report based on data gathered and efforts supported
  - Increase opportunities for homeowners and eliminate racial inequities in homeownership rates
    - Metrics: monitor ratios

### PRIMARY FOCUS within strategic priority #3

#### 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.
  - Metric: educational offerings and attendance
  - Metric: ethnicity ratios
  - Metric: reported Article 10 violations

### PRIMARY FOCUS within strategic priority #4

#### 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.
  - Metrics: report ethnicity ratios
- Drive change so our members continue to evolve and adapt as markets, economies, and technology shifts.
  - Metrics: report on trends
- Tell our story to educate other of the “coolness” factor of both central Indiana/Indy region and REALTORS involvement in our communities.
  - Metrics: review communication, opens, likes, shares

### PRIMARY FOCUS within strategic priority #5

#### 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.
  - Metrics: project plan
- 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.
  - Metrics: review communication, opens, likes, shares