

STRATEGIC PLAN & GOALS

Strategy A: Raise Membership Involvement & Consumer Awareness within Our Community and County as to what the importance is of working with a REALTOR®

Strategy B: Provide Education to ensure our Members are able to work collectively to serve their clients and customers with the highest level of professionalism and expertise with the ability to conduct business within the structure of the licensing laws of New York State, other government regulations and abide by the REALTORS® Code of Ethics.

Strategy C: Promote our members to improve communication and awareness of our Boards commitment to the knowledge of the area in which they live and work. No one knows the area better than someone who lives here and is committed to the success of the area.

Strategy D: Embrace and Encourage Cultural Diversity in an ever changing and evolving society, REALTORS® need to respect this and help promote it throughout our Community.