

To serve and support members and inspire excellence, thereby enhancing our communities

Purpose

Core Services



Professionalism & Education



Connectivity



Outreach & Advocacy



Guiding Principles



Ideal Results

The Public Values, Respects, and Utilizes REALTORS®

Members value and respect the Association

Members conduct business in an ethical and professional manner

Public Policy/Regulations are favorable for real estate opportunities

Communities are improved through member involvement and information provided



Our Value: Serve and support members while inspiring excellence via **Professionalism/Education**, **Connectivity**, and **Outreach/Advocacy**



Educate

Communicate

Outreach

Community

Performance

We Will...

We Will...

We Will...

We Will...

We Will...

Create and execute a Professionalism & Education improvement strategy to engage and support members

Develop a basic core service communications plan to increase member awareness, involvement, and relevance

Establish an appropriate organizational structure and related processes for Outreach & Advocacy

Support, compile, and coordinate members' community activities into one cohesive effort to improve public perception of REALTORS®

Conduct an organizational assessment to identify roles, responsibilities, processes, and daily operations

Your Results...

Your Results...

Your Results...

Your Results...

Your Results...

Mandatory CE courses provided locally

Annual education calendar built by December 1st for the following year

One or more educational opportunities each month, January through November

Quarterly Newsletters

Archived Newsletters and other information in membership system

Local and State statistics distributed to members monthly

Hannah's Timely Tips and ROCC Fraud Alerts routinely published

ROCC is recognized as the leading steward of Home Ownership and Real Estate

ROCC identifies national and state issues and informs members

ROCC offers local perspective on issues for members

ROCC advocates local perspectives at NAR & CAR

ROCC maintains Chamber of Commerce memberships in all its market areas

Local sales statistics are provided to the local media monthly

ROCC develops rural resources for members and their communities

ROCC develops a record of each member's community activities for their information & mutual support

By March 31, 2019

Position descriptions for Board of Directors

BOD Orientation

ROCC organizational assessment

Updated/approved policies, procedures, roles, and operations

Succession plans

Streamlined BOD