

Strategic Plan



**BLUEGRASS
REALTORS®**

Your trusted
REALTOR®
association

Mission:

Bluegrass REALTORS® provides real estate data, education, and services to benefit our members and consumers and will advocate for property ownership and private property rights.

Vision:

Bluegrass REALTORS® is the leading source and voice for real estate in the regions it serves.

Advocacy

Protect private property rights and the real estate economy through the governmental affairs program and REALTOR® Political Action Committee.

- Promote a culture of member participation and investment in all facets of the REALTOR® party.
- Develop measurable key performance indicators and benchmark those against similar associations nationwide.
- Formalize policy positions and a volunteer political network to increase credibility and consistency.
- Educate and communicate the value of advocacy to REALTORS®, affiliated organizations, and the public.

Community Outreach

Empower members to grow the REALTOR® brand by investing in the community and educating the public on the importance of real estate.

- Position the association as a partner and housing expert to community organizations across Kentucky.
- Invest in local communities through economic development grants and charitable giving.
- Support the REALTOR® Community Housing Foundation to stabilize housing throughout Bluegrass REALTORS® jurisdiction.
- Help members demonstrate their community and charitable engagement to show how REALTORS® build communities.

Governance

Be a nimble, forward-thinking association working in the best interest of its members.

- Ensure the association is inclusive in its policies including the nominating and election processes.
- Develop a legal services program to fill a void in the Kentucky Real Estate landscape.
- Create a revenue strategy for the performance of the MLS as an investment on behalf of Bluegrass REALTORS®.
- Develop a leadership guide for new and existing decision makers to ensure consistent outcomes that align with the strategic plan.
- Remain open to mergers and/or partnerships that align with our growth strategy and mission.

Member Engagement

Meet members where they are with an engagement strategy that prioritizes regionalism.

- Formalize district councils to receive and distribute information to the membership.
- Ensure that all communication channels provide for a two-way dialogue with the association and its members.
- Create a better awareness among members about the associations activities and how it conducts its business.
- Engage brokers and agents by providing regular points of emphasis to every broker for their internal meetings.
- Increase committee and event participation from traditionally underrepresented communities within Bluegrass REALTORS® membership.

Professional Development

Provide education programs for members to grow as professionals.

- Enhance continuing and post-licensing educational offerings to include designations and certifications from the National Association of REALTORS®.
- Offer diversity in curriculum for different career stages and specialties.
- Develop broker and manager specific training to increase professionalism and compliance at the brokerage level.
- Establish a process by which instructors and courses are evaluated and developed.