

2026-27 Strategic Plan

Mission: *We are the trusted resource for our members' success and an advocate for the communities we serve*



Advocacy

Engage our members to maximize the effectiveness of the association's advocacy efforts.

Strategic Goals:

- Support REALTOR® organization positions on public policy issues and educate members on their implications for consumers and REALTORS®.
- Proactively establish meaningful connections with local officials, including deploying REALTOR® contact teams.
- Create effective processes for formulating, communicating, and advocating public policy stances to elected officials, candidates, and the public.
- Identify opportunities and establish procedures for forming coalitions with other local organizations to advance our advocacy efforts.
- Educate members on the value of TREPAC and the Corporate Ally Program (CAP).
- Advocate for and promote fair housing initiatives to support our diversity and inclusionary efforts.



Consumer Outreach

Be the real estate resource for promoting the value that REALTORS® bring to consumers and the community that we serve.

Strategic Goals:

- Communicate and educate consumers about the value of REALTORS®.
- Seek opportunities to promote and showcase REALTOR® involvement in the community through partnership with other local organizations.
- Promote the Bryan-College Station Regional Association of REALTORS® as a professional and diverse association.
- Provide consumers with desired information utilizing our unique data resources and industry information.



Member Services and Engagement

Create a member experience which enhances the relevance of the association.

Strategic Goals:

- Create a proactive member value campaign to highlight the benefits of REALTOR® membership.
- Provide high-value engagement opportunities that encourage members to get involved.
- Promote and protect the value of our MLS as a critical business tool.
- Identify opportunities to innovate through new products and technologies to provide services.
- Conduct broker outreach to provide a channel for feedback and to communicate value and relevancy.



Professionalism & Education

Be a valued resource for developing competency and professionalism among REALTORS®.

Strategic Goals:

- Communicate the importance to members of geographic competency and providing service only in the scope of their education, training, and experience.
- Provide professional development resources that promote members' commitment to conduct business in a professional, ethical and competent manner.
- Promote the value of attaining designations and certifications to enhance professionalism and success.
- Offer education on legal issues, industry changes, risk management, and emerging technologies.
- Explore opportunities to offer free education periodically.



Sustainability & Progress

Position the association for long-term viability and relevance through effective governance and strategic alliances.

Strategic Goals:

- Examine our governance structure and documents for consistency, adaptability to market changes, and long-term organizational success.
- Continuously monitor the changing policy landscape and the potential impact of litigation on the association's operations.
- Explore and establish strategic alliances with relevant industry partners, organizations, and stakeholders.
- Encourage membership engagement and develop strategies for identifying and nurturing future leadership for the association.
- Explore opportunities for regional expansion of services through the use of surveys and focus groups.
- Explore opportunities for non-dues revenue.