





STRATEGIC PLAN 2024 - 2026

| AREAS OF STRATEGIC FOCUS | TACTICS |
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| <p>THE REALTOR® BRAND</p>  | <ul style="list-style-type: none"> ▪ Demonstrate CMR Cares by conducting a listening tour to address needs of members ▪ Create public awareness of the brand through social media and other options ▪ Recruit new Realtors® to increase membership |
| <p>ASSOCIATION RESOURCES</p>  | <ul style="list-style-type: none"> ▪ Develop a strategic approach to staffing that includes various options, e.g., direct hire versus outsourcing and whether to outsourcing the hiring process ▪ Provide additional technology training for staff and members ▪ Increase security for association technology ▪ Promote building rental for public events |
| <p>EVENTS & EDUCATION</p>  | <ul style="list-style-type: none"> ▪ Create "Zoom In" events to increase member engagement ▪ Offer designation courses to increase professionalism, knowledge, and revenue. ▪ Conduct broker roundtables to increase member knowledge and inspire Realtors® to greater professionalism ▪ Develop Pathway to Productivity new member orientation to increase new member profitability and reduce lag-time. Define Pathways to Professionalism. ▪ Communicate member benefits and revitalize secondary membership. ▪ Increase and enhance in-state instructor talent pool to increase engagement and provide pathways for membership growth; offer Train-the-Trainers ▪ Explore off-site event options to off-set parking shortage ▪ Expand event options to include non-revenue and revenue generation with increased variety. Increase opportunities for affiliate members. |
| <p>DIVERSITY, EQUITY & INCLUSION</p>  | <ul style="list-style-type: none"> ▪ Increase diversity in membership by partnering with community colleges for potential new members ▪ Create community events to increase association presence and to recruit new members ▪ Hold event at the Mississippi Civil Rights Museum and/or Mississippi History Museum ▪ Host Fair Housing & Diversity Equity & Inclusion (DEI) training events |