

2023-25

Strategic Roadmap

Six Strategic Objectives

Approved by the Board of Directors, the Chicago REALTORS® will spend the next three years focus on impacting change in six strategic areas to drive towards our vision of the future:

- 1 Increase consumer understanding about the role and value of the REALTOR® as a trusted advisor in any real estate transaction and enable REALTORS® to deliver on this promise.**
 - Define role and competencies as “trusted advisor”.
 - Provide member training on roles and competencies.
 - Enhance public trust in REALTORS®.
 - Develop members’ business acumen.
 - Improve REALTOR®-to-REALTOR® cooperation.
- 2 Strengthen Chicago REALTORS® position as the leading voice for real estate in Chicago by increasing engagement with the public and proactively advocating to address inequity and other issues that impact our members’ business and the real estate industry.**
 - Educate, engage, and communicate with the public.
 - Enhance collaboration with Illinois REALTORS® and NAR on local issues.
 - Proactively develop position and initiate new legislation and policy.
 - Influence elected officials and advocacy groups.
- 3 Broaden real estate practitioners’ understanding of Chicago REALTORS® value proposition and increase use of the Chicago REALTORS® offerings most relevant for enhancing their business success.**
 - Create segmented value propositions based on member personas.
 - Customize the member experience to add flexibility.
 - Help members understand and maximize the value of their membership.
 - Create capacity for new programs and services.
- 4 Grow Chicago REALTORS® influence as a leading voice in real estate on diversity, equity, and inclusion, and foster a sense of belonging for all members.**
 - Expand diverse representation in leadership roles.
 - Ensure equitable access to the path to leadership.
 - Integrate inclusive and equitable practices, policies, and process across the organization.
- 5 Develop and implement a comprehensive data strategy to collect and use more robust data to power decision-making for the benefit of the association, our members, and the communities we serve.**
 - Create mechanisms to better understand our audiences.
 - Shift culture to utilize data-driven decision-making.
 - Support DEI and enhance Foundation community efforts.
 - Become the leading source of marketplace data.
- 6 Ensure future stability of the association through long-term financial planning and optimized operations.**
 - Create a three- to five-year budget road map for the association that plans for potential decreases in membership and sponsorship dollars.
 - Enhance existing IT policies and procedures to continue to protect against cyber-attacks and plan for future technology needs.
 - Actively explore new non-dues revenue opportunities.
 - Ensure all expenses align with strategic priorities of the association.

