



2024-25 Strategic Plan

Our Mission: The Laredo Association of REALTORS® promotes the value of using a REALTOR®, advocates for private property rights and promotes high ethical standards.

LAREDO ASSOCIATION OF REALTORS®



Advocacy



Consumer Outreach



Member Engagement & Services



Professionalism & Education

Promote a culture of knowledge and engagement in the political process that demonstrates value to our industry and consumers.

Be the trusted voice and the resource on real estate in the community we serve.

Enhance our relationship with members through trust, value and communication and create a member experience which enhances the benefit and relevance of engagement.

Be the valued resource for professional development to enhance member success.

Strategic Goals:

- Promote the significance and relevance of the REALTOR® role in all advocacy efforts (political, legislative, and TREPAC.)
- Foster an organizational culture that recognizes the benefits of advocacy and actively communicate the reasons why REALTORS® should value and engage in it.
- Actively communicate our public policy positions with elected officials.

Strategic Goals:

- Explore opportunities to communicate with consumers on the value of REALTOR® advocacy efforts.
- Promote the LAR and REALTOR® brands through communication on real estate issues and market statistics.
- Use third-party survey data to communicate and promote the value of buyer representation and the role of the REALTOR®.
- Utilize sharable materials promoting the benefits of working with a REALTOR® and the process of a real estate transaction.
- Adopt a proactive approach in messaging to counteract negative perceptions about the real estate industry.
- Identify initiatives for community outreach and the contributions made through the support and involvement of REALTORS®.
- Enhance the image of the REALTOR® by effectively communicating the story of the role and value of a REALTOR®
- Promote Fair Housing as an important initiative that supports the industry's diversity and inclusionary efforts.

Strategic Goals:

- Promote the unity, diversity and member-focused approach of the LAR Board of Directors. Focus on re-establishing trust with members through transparency and communication of goals and actions.
- Communicate with members about the core values and services offered by the association beyond MLS.
- Develop best practices for optimal information and communication delivery to members.
- Promote a culture that values and encourages member involvement through communication of the value of involvement.
- Personalize the experience for member involvement and showcase effective testimonials.
- Create and utilize a Broker Circle/Forum for quarterly meetings and increase the number of general membership meetings and social activities to enhance awareness and knowledge of member programs and resources.
- Maximize member engagement by diversifying the scheduling of resources, events, and educational opportunities to ensure broader accessibility and participation.
- Utilize an Ambassador program for member outreach.
- Communicate the use, value and priorities of the strategic plan to members.
- Focus on effectively training members on the transition to and use of the association's new MLS platform.
- Monitor on-going industry litigation and the impact it could have on the association, the MLS and brokerages.
- Show value to Affiliates for the support and involvement they provide to the Association.
- Enhance the volume, frequency, and quality of communication with members.
- Examine use of business and community entities for collaboration and partnerships.
- Promote availability and use of member services offered through Texas REALTORS®.
- Explore opportunities for new staff positions to expand services offered to members.

Strategic Goals:

- Offer focused training on the duties, responsibilities, and professional standards expected of REALTORS®.
- Prepare future leaders with the necessary skills for successful transition into future leadership positions.
- Increase broadcast delivery of educational opportunities.
- Promote and provide education on technological advancements in the industry that can be integrated into members' professional toolkit.
- Expand subject matter variety of educational offerings to members to enhance professionalism and reduce risks for members engaging in real estate specialty areas.
- Partner with brokers to effectively communicate with and educate their agents.
- Be forward-thinking and engaged in industry challenges and opportunities that LAR can impact.
- Embrace diversity, equity and inclusion programming in the delivery of program content.