



# ***New Castle County Board of REALTORS® Strategic Plan for 2024 and beyond.***



## **Mission**

Promote and Support our REALTOR® members and advance the REALTOR® brand.

## **Vision**

Provide essential resources to our REALTOR® members and promote REALTORS® in the marketplace.

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## **Strategic Plan**

The New Castle County Board of REALTORS® Board of Directors develops the Strategic Plan and monitors its adherence to the vision and mission of the Board Association Management

- Ensure decisions of the board are linked to the Strategic Plan.
- Comply annually with the National Association of REALTORS® Core Standards.

## **Code of Ethics**

- Champion the National Association of REALTORS® Code of Ethics

## **Consumer Outreach**

- Promote the REALTOR® Brand.
- Locally promote Fair Housing and the rights of homeownership.
- Promote diversity, equity, and inclusion in public-facing activities.
- Promote the board to the member Brokers and affiliated community organizations.

## **Advocacy**

- Advocate property rights and homeownership at the local level.
- Advocate the importance of RPAC.

## **Technology**

- To ensure the Board maintains internal and external communications with both the membership and the public, which complies with all applicable State and Federal laws.