



RICABOR STRATEGIC PLAN—2017-2019

RICABOR leads, supports, and inspires excellence in its members through education, advocacy and business development.

GROW

RICABOR sustains a healthy level of membership growth & identifies valuable member services for commercial and appraiser practitioners.

- Identify RICABOR benefits of membership & identify possible members from external organizations for all types of members (affiliates, non-member appraisers, etc.)
- Identify, develop and/or offer beneficial commercial/appraisal-specific educational programs to increase market expertise and use of technology, and explore additional ways to offer services for appraisal members.
- Collaborate with other organizations to identify networking and other opportunities to promote our members as the market experts.
- Evaluate and improve the current volunteer recruitment efforts and increase the number of volunteers by at least 6 people in 2017.

PROMOTE

RICABOR promotes the REALTOR® image in the community, provides reliable information and invests in the community through its involvement and charity.

- ◇ RICABOR will continue to be the voice for Commercial and Appraisal Real Estate in Rhode Island.
- ◇ Continue to be involved in at least two charitable or community programs on an annual basis.

ADVOCATE

RICABOR is recognized by business and governmental organizations as the credible and influential resource and advocate for commercial and appraisal real estate.

- ◇ Heighten member awareness and benefits of RPAC and increase participation from the previous year.
- ◇ Improve participation in NAR and RIAR Calls to Action to a level that's more than the previous year.
- ◇ Support the REALTOR® Party's "Vote-Act-Invest" and conduct at least two initiatives in each.

GOVERN

RICABOR is accountable to ensure a financially and structurally stable organization in order to meet or exceed its objectives.

- ◇ Continue to meet or exceed NAR Core Standards on an annual basis.
- ◇ Successfully implement the strategic plan and align it with all Board Functions.
- Explore and utilize ways to increase non-dues revenue.
- Consider developing a succession plan.