



Strategic Framework | 2022-2025

ASPIRATIONS

Sustainability of service

- Elevate our brand
- Enhance communications
- Expand community partnerships
- Develop Champions
- Adapt quality systems standards

Succession planning/leadership development

- Invest in tech and talent
- Grow equity and buy-in from broker body
- Reimagine MLS
- Expand political and public advocacy
- Elevate

Equity of service

- Engage all communities
- Fair treatment in access, opportunity and advancement for all individuals
- Data-and Evidence Based Practices
- Directing Investments and Resources
- Creating Dialog

MISSION

Aspire North REALTORS® brings real estate professionals together, building partnerships and collaboration amongst members and affiliates, advocating for the industry, and constantly redefining the limits of what a REALTOR® Association does for its members.

VISION

To serve our members, thoughtfully conserve our resources, preserve our industry, and elevate consumers access to real property and private property rights in a sustainable way.





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STRATEGIC DRIVERS

SERVE

Delivering relevant and accessible programs, products and services for our members. Encourage participation in serving our communities and partner organizations through volunteerism and financial support.

CONSERVE

Strive to conserve our resources should they be financial, environmental, human or intellectual through creative and inspiring programs, services, and leading-edge technologies and market innovations. Reduce waste at all levels and promote good economic and environmental practices and policies.

PRESERVE

Hold steadfast to the hallmarks of private property rights, homeownership, environmental and community stewardship and the REALTOR® brand as an institution and ideal. Sustain a dynamic marketplace that promotes the role of a REALTOR® at the center of residential and commercial transactions.

ONGOING STRATEGIC FOCUS

- Expanding strategic leadership, advocacy both public and political, and expand government relations efforts at both regional and hyper-local levels.
- Elevate our brand both within the industry and in the public domain. Strive to be on the leading edge of change in professionalism, education, technology and digital innovation.
- Advance our communications and public relations capacities and capabilities. Create and promote a favorable consumer perception of our association and its membership.

INDICATORS OF SUCCESS

MEMBER ENGAGEMENT AND SELF-RELIANCE

Assist our members in education, training, certification and understanding to this industry that they are engaged within. Provide a myriad of programs, cultural and social opportunities across the entire region we serve. Collaborate with strategic partners, Affiliate Members and public sector stakeholders that will promote the interests of REALTORS®.





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Measurables/KPI's:

- Increase in number of educational programs and attendance figures.
- New certifications of membership.
- Number of continuing education units delivered.
- New programs created.

FINANCIAL SUSTAINABILITY

Preserve our real property, human resources, personal property and cash assets in order to build a sustainable and resilient future for decades to come. Use all of the tools available to our association to insure its fiscal position and future.

Measurables/KPI's:

- Lowered MRO costs
- Increases in cash reserves
- Increase in revenues (all types)
- Legacy programs created
- Retention of staff

LEADERSHIP

Make it the responsibility of all current and future leadership to develop and nurture a culture of positive management, guidance, governance and direction so as to attract and promote new servant leaders. Allocate resources thoughtfully to assist new leadership candidates and board members who are engaged in building a more resilient organization.

Measurables/KPI's:

- Increase in BoD candidates and Committee leadership candidates
- Professional development programs for staff
- NAR/MR Board member activity
- Leadership Grand Traverse and scholarship activity
- Professional Standards training attendees

