

MID JERSEY | ASSOCIATION  
OF REALTORS®

# STRATEGIC PLAN

# WHO WE ARE

## MID JERSEY

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## ASSOCIATION OF REALTORS®

**The Mid Jersey Association of REALTORS®, Inc.** (the “**Association**”) is a professional business organization with a diverse membership that partners with NJR and NAR to provide essential programs, products, services, and relevant information to enhance their members ability to ethically and professionally represent the public, advocate for property ownership, housing opportunities, smart growth, and other REALTOR® Party principles and policies in the communities we serve

# WHAT WE VALUE

MIDJERSEY

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ASSOCIATION  
OF REALTORS®

**Accountability. Commitment.  
Community. Dependability.  
Diversity. Fairness. Honesty.  
Inclusion. Integrity.  
Leadership. Professionalism.  
Responsibility. Vision.**

# WHAT WE STAND FOR

**GOVERNANCE:** Through the coordinated efforts of leadership, volunteers, and staff, THE ASSOCIATION operates a fiscally responsible business that is future-focused, member-centric, inclusive, and committed to fulfilling its strategic vision

**GOVERNMENT AFFAIRS:** THE ASSOCIATION is invested in the political process and engage in advocating for principles and policy positions of the REALTOR® Party, including property ownership, housing opportunities, smart growth, and other REALTOR® Party principles and policies as requested by all levels of the REALTOR® organization

**COMMUNITY OUTREACH:** Through various endeavors, THE ASSOCIATION demonstrates its commitment to our communities and the people who live and work in them

**PROFESSIONAL DEVELOPMENT:** THE ASSOCIATION is dedicated to raising the professional bar of its membership by providing the highest caliber of career development opportunities for all member audiences and faithfully administers Professional Standards services per the National Association of REALTOR®s Code of Ethics & Arbitration Manual

**COMMUNICATION:** Members and the communities we serve recognize THE ASSOCIATION as the trusted voice for all things real estate in central NJ

**GOVERNANCE:** Through the coordinated efforts of leadership, volunteers, and staff, THE ASSOCIATION operates a fiscally responsible business that is future-focused, member-centric, inclusive, and committed to fulfilling its strategic vision

**STRUCTURE:** THE ASSOCIATION has a clearly defined business structure for both staff and volunteer roles and responsibilities

**STAFFING:** THE ASSOCIATION has a highly qualified and empowered professional staff who are vested in the success of the organization by advancing the vision of the strategic plan

**FACILITY AND OPERATIONS:** THE ASSOCIATION maintains state-of-the-art facilities that are strategically located to allow for continued growth and favorable alignment of business resources

**FINANCE:** THE ASSOCIATION is a fiscally responsible business that maximizes its potential and is prepared for growth; with an elected Treasurer who collaborates with the staff, the Budget & Finance Committee, and the financial consultants

**DIVERSITY, EQUITY, AND INCLUSION:** THE ASSOCIATION is committed to the principles of diversity equity and inclusion through all facets of the organization and in all of the communities we serve .

**VOLUNTEER OPPORTUNITIES:** THE ASSOCIATION provides volunteer engagement and leadership development opportunities to members

**BUSINESS GROWTH:** THE ASSOCIATION is open to opportunities with other entities for continued growth and business expansion

**GOVERNMENT AFFAIRS:** Members of THE ASSOCIATION are invested in the political process and engage in advocating for principles and policy positions of the REALTOR® Party including property ownership, housing opportunities, smart growth, and other REALTOR® Party principles and policies as requested by all levels of the REALTOR® organization.

**FUNDRAISING:** THE ASSOCIATION members understand the importance of and embrace a culture of financially investing in the political process.

**POLICY:**THE ASSOCIATION establishes positions regarding significant land use or environmental issues affecting our communities and supports the public policy positions of the National Association of REALTORS® and New Jersey REALTORS®.

**GRASSROOTS MOBILIZATION:** All “calls for action” from all levels of the REALTOR® organization are quickly shared with members, who are urged to take immediate action, and the platform of the REALTOR® Party is communicated.

**INFLUENCE, OUTREACH:** THE ASSOCIATION engages in outreach to REALTORS® who have a ‘seat at the table’ on local government, municipal and regulatory boards, commissions, and business organizations to strengthen our advocacy and communications efforts.

**COMMUNITY OUTREACH:** Through various endeavors THE ASSOCIATION demonstrates its commitment to our communities and the people who live and work in them.

**PROGRAMS, EVENTS:** THE ASSOCIATION and its members engage with the public in specific property/housing-related events, programs, and partnerships, demonstrating a commitment to improving the quality of life in our communities for the people who live and work here.

**ADVOCACY AND CONSUMER MOBILIZATION:** Utilizing available resources and grants, THE ASSOCIATION seeks opportunities to partner with the public to build stronger communities, proactively identify issues affecting real estate, and advocate for REALTOR® Party principles and priorities in our communities.

**COMMUNITY INVOLVEMENT:** THE ASSOCIATION celebrates and showcases the generous charitable endeavors of our members and undertakes community service projects that make a difference in the lives of real people living and working in our communities.

**INFLUENCE, OUTREACH:** THE ASSOCIATION engages in outreach to REALTORS® who have a 'seat at the table' on local charities, boards, commissions, and charitable organizations to strengthen our advocacy and communications efforts.

**PROFESSIONAL AND CAREER DEVELOPMENT: THE ASSOCIATION** is dedicated to raising the professional bar of its membership by providing the highest caliber of career development opportunities for all member audiences and faithfully administers Professional Standards services per the National Association of REALTOR®'s Code of Ethics & Arbitration Manual.

**PROGRAMMING:** THE ASSOCIATION is the preferred destination for the career development life-cycle needs of real estate professionals seeking to enhance their business.

**TRAINERS:** THE ASSOCIATION hires high performing and engaging subject matter experts to deliver exceptional courses for the real estate professionals attending our programs.

**TARGET AUDIENCES:** THE ASSOCIATION proactively anticipates the specific needs and exceeds the expectations of all -member audiences

**MARKETING:** through a variety of methods, THE ASSOCIATION promotes courses to attract attendees with a variety of professional development options from our local, State and National associations.

**DELIVERY OPTIONS:** Utilizing current and emerging technologies, THE ASSOCIATION consistently delivers relevant courses and career development programming, tailored to the needs and expectations of the members< through a variety of learning platforms

**PROFESSIONAL STANDARDS ENFORCEMENT:** THE ASSOCIATION provides a full spectrum of professional standards services utilizing the systems as defined by the National Association of REALTORS®.



**COMMUNICATION: Members and the communities we serve recognize THE ASSOCIATION as the trusted voice for all things real estate in central NJ.**

**INTERNAL:** Members rely on THE ASSOCIATION as the trusted resource for timely and relevant real estate related information

**EXTERNAL:** THE ASSOCIATION and its members strive to be recognized as the authority for *all things real estate*, and viewed as trusted partners in the communities in which we live and serve.

**MESSAGING AND BRANDING:** THE ASSOCIATION's communications deliver a clear and uniform message to members and the public that articulates who We R® and what we stand for.

**DELIVERY METHODS:** Utilizing a variety of communications vehicles, THE ASSOCIATION consistently delivers timely and relevant information to members and the public.

**TALENT-MEMBER DATABASE:** THE ASSOCIATION maintains a database that collects relevant member data and-demographic-information to align member talents and expertise with the association's projects, initiatives, and issues requiring high level collaboration and input