

2023-2025 C.A.R. STRATEGIC PLAN

OVERARCHING C.A.R. STRATEGIC PRIORITIES

Strategic Priority 1: Influence and Impact on California Real Estate

Strategic Priority 2: Member Success in a Changing Landscape

Strategic Priority 3: Housing, Community and Professional Sustainability

Strategic Priority 4: Member Engagement, Development and Inclusion

PILLAR - INFLUENCE

- **ADVOCACY**
- **IMPACTING HOUSING AFFORDABILITY AND SUPPLY**
- **FAIR HOUSING**
- **ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) PRACTICES**

PILLAR - MEMBER BUSINESS VALUE

- **BUSINESS RESOURCES**
- **PROFESSIONALISM/PROFESSIONAL DEVELOPMENT**

PILLAR - REALTOR® POSITIONING

- **C.A.R. BRAND**
- **REALTOR® BRAND**
- **BROKER RELATIONS**
- **MEMBER ENGAGEMENT**

PILLAR - ORGANIZATIONAL DEVELOPMENT

- **LOCAL ASSOCIATION RELATIONS**
- **VOLUNTEER/LEADERSHIP DEVELOPMENT**
- **GOVERNANCE**
- **STAFF CAPACITY**