



GOALS AND PRIORITIES

COMMUNICATION & ENGAGEMENT

Create & evolve opportunities for networking & engagement for every member in every corner of our geography

- Implement a comprehensive plan for regular member events in Queens, Nassau & Suffolk to serve our diverse membership
- Explain the value, resources & benefits of membership
- Regularly engage brokers with quality programs & networking opportunities that improve cooperation & help manage business risks
- Strengthen relationships with real estate stakeholders, including multicultural groups & seek opportunities to collaborate
- Further explore ways to engage members based on their needs & preferences through technology, branding & innovation
- Create promotional materials to educate the public about the value of working with a LIBOR member

ADVOCACY

Use the power & strength of the REALTOR® voice to advocate for real estate issues that impact our members & the communities they serve

- Proactively engage public officials, community leaders & other stakeholders to advance REALTOR® & real estate consumer interests
- Advocate for initiatives that will lead to increased housing inventory, fairness & accessibility
- Educate members, the public & elected officials about Fair Housing laws
- Increase understanding of how RPAC & advocacy have shaped the industry & engage more members moving forward
- Prepare & support our local NYSAR members to excel in State issues advocacy
- Leverage NAR's REALTOR® party resources & promote Vote, Act & Invest to membership

MEMBER SUCCESS

Develop members & leaders to continue to drive the industry forward & meet the demands of a rapidly evolving marketplace

- Encourage, prepare & support future leaders through leadership development, the YPN Division & equitable access for opportunities
- Increase opportunities for members in real estate specialties, such as Commercial & Global, through educational offerings, networking & collaboration
- Help members & consumers navigate the ever-changing housing market by providing targeted resources & tools
- Elevate professionalism in business practices by increasing awareness of the Code of Ethics & creating opportunities for professional development
- Continue & expand our education strategy to provide curriculum that raises member competency & fosters their success

ORGANIZATIONAL EXCELLENCE

Lead with strategic direction, purposeful culture, collaborative alignment & relational trust

- Engage in ongoing strategic & organizational planning that applies metrics to best achieve our goals
- Continually survey members & stakeholders for feedback that can elevate decision making & member experiences
- Ensure volunteers have clearly defined roles & standards as well as the tools to succeed through improved training & resources
- Empower committees to accomplish more meaningful work
- Review director election & committee appointment process to ensure high leadership standards & foster diverse representation
- Develop a plan for facilities & use of technology that meet the current & future needs of membership & staff



MISSION

To be the trusted ally uniting our REALTOR® Members in promoting the benefits, and ensuring the future, of real property for all.

VISION

Elevate industry professionalism and guide our members and those they serve through the ever-evolving real estate landscape.

DIVERSITY

LIBOR embraces the diversity of our members and the communities they serve by promoting cultural competency, equal opportunities and ensuring all feel welcomed.