



Strategic Plan 2025-2027

Vision

MOAR will be a forward-thinking source of factual real estate information while providing value and building community.

Mission

- Enhance members' ability to achieve business success.
- Promote ethical practices in the real estate profession.
- Advocate for homeownership and property rights.

Ensure

- Establish a process in which we regularly review financial advisors to ensure quality.
- Explore options for legal counsel with real estate and contract law practice.
- Establish a process in which we regularly review our insurance coverage.

Communicate

- Develop and conduct a social media campaign focused on positivity and community-building to engage members.
- Re-engage in mock trials; consider including with another established meeting.
- Hire out media engagement specialists; consider partnership with local colleges.
- Create 30-60 second informational videos for members.
- Hold state association accountable by asking critical questions.

Engage

- Increase volunteer pool by...
 - Enhancing perception of volunteering by providing recognition at events and networking or social opportunities.
 - Utilizing personal asks with specific members regarding volunteerism.
- Enhance quality of existing events.
- Conduct regular in person broker meetings, including all six counties each year.
- Record training and informational sessions to increase participation and create virtual library.

Educate

- Create and conduct media campaign in collaboration with Ohio REALTORS® using local members.
- Hold regular virtual open forums for members to discuss questions and concerns.
- Create broker and new member toolkits on our member portal and website for our members to use at their leisure.