



STRATEGIC PLAN 2023 - 2024

MISSION: SOBR strives to be inclusive and to create a unified professional community for its members

Communication

- Communicate with members across all generations
- Strategic Plan is guiding document for association and activities
- Member feedback is consistently collected, analyzed and addressed
- Association is the Voice of Real Estate
- New Member Orientation

Member Involvement

- Broker Owner Task Force
- Succession Planning with Diversity Equity & Inclusion
- Educational events including sessions on Fair Housing, RPAC & DEI
- Promote Implicit Bias Training

Culture

- Welcoming New Members
- Member Recognition
- Community Involvement supporting local charities
- Accessible Office Location
- Measure and assess diversity in membership and develop roadmap for association DEI

Advocacy

- Promote and support private property rights and home ownership
- Support Calls for Action from OAR & NAR
- Celebrate legislative achievements
- Participate in Day on the Hill and Town Hall Meetings
- Support Investment in RPAC at member events
- Hold Major Investor Event