



MISSION: *The mission of the Catawba Valley Association of REALTORS® (CVAR) is to serve our members by strengthening their ability to conduct their business ethically, professionally and successfully.*

2019 STRATEGIC PLAN

ADVOCATE

- *Protect private property rights and promote housing opportunities and homeownership
- *Support and build relationships with local elected and appointed officials
- *Plan and execute, if appropriate, an annual candidate forum open only to members
- *Educate members as to the impact of REALTORS® PAC and increase REALTOR® participation

COMMUNITY

- *Enhance the image of CVAR REALTORS® and promote the value proposition of using a REALTOR®
- *Invest in the communities by participating in fundraising activities for the benefit of local charitable/community organizations
- *Participate in the Lenoir Town Meeting and Hickory Town Meeting during Fair Housing Month
- *Nurture partnerships within the community through service, public relations and leadership

CONSUMER

- *Be the “Voice for Real Estate”, the trusted source of information for all issues related to the ownership, use or transfer of real property
- *Promote market statistics and/or real estate trends and related issues focusing on the impact on consumers
- *Position CVAR Website to be the most comprehensive, reliable and accessible source of real estate information for consumers

EDUCATE

- *Serve the needs of our members by providing programs, products and services that positively impact their professional success
- *Increase competence and promote ethical standards through Association education and training to empower the real estate profession
- *Encourage members to improve their skills and professionalism by providing current, relevant and quality educational opportunities

ENGAGE

- *Seek ways to simplify website access and navigation to increase member communication and participation
- *Develop new approaches to communicate the value of membership with current and prospective members
- *Award scholarships to students of a CVAR member, pursuing a course of study at the college or graduate levels