



Strategic Plan

2023-2025



ENGAGEMENT

- WCAR is the voice for real estate for members and the public in the community we serve.
- WCAR promotes the REALTOR value proposition and highlights the engagement of the association and its members in the community.
- WCAR uses its influence in the community to engage the public in issues impacting property rights, property ownership, real estate investment, and community improvement
- WCAR invests in the improvement of the community we serve with funds, effort, and other resources.



COMMUNICATION

- WCAR uses a system of communications to remain visible and relevant to members and to the community we serve.



ADVOCACY

- WCAR actively engages in political fundraising and expects to exceed its assigned RPAC goal annually.
- WCAR actively engages in political advocacy with and through our members and is influential with elected officials, media sources and the public.

MESSAGING

- WCAR is focused and consistent in communicating messages of significance to our members and to the community. Those messages are:
 - Realtor Value
 - Professionalism of WCAR members
 - Legislative concerns
 - Community service
 - Events and activities
 - Professional development opportunities



PROFESSIONAL DEVELOPMENT

- WCAR energetically presents and promotes the NAR Code of Ethics to all members.
- WCAR provides a full variety of professional development courses and experiences for all members.



DIVERSITY

- WCAR is committed to diversity of membership and leadership