



STRATEGIC PLAN

Last updated 8-12-22

WHO WE ARE

CORE Association of REALTORS® is a professional association that supports members by providing essential programs, products, services, and relevant information that enhance their ability to ethically and professionally represent the public and advocates for property ownership, housing opportunities, smart growth, and other REALTOR® Party principles and policies in the communities we serve.

What We Value

Our CORE Values: Accountability. Commitment. Community. Dependability. Diversity. Fairness. Honesty. Inclusion. Integrity. Leadership. Professionalism. Responsibility. Vision.

What We Stand For

- **Governance:** Through the coordinated efforts of leadership, volunteers, and staff, CORE operates a fiscally responsible business that is future-focused, member-centric, inclusive, and committed to fulfilling its strategic vision
- **Government Affairs:** Members of CORE are invested in the political process and engage in advocating for principles and policy positions of the REALTOR® Party, including property ownership, housing opportunities, smart growth, and other REALTOR® Party principles and policies as requested by all levels of the REALTOR® organization
- **Community Outreach:** Through various endeavors, CORE demonstrates its commitment to our communities and the people who live and work in them
- **Professional Development:** CORE is dedicated to raising the professional bar of its membership by providing the highest caliber of career development opportunities for all member audiences and faithfully administers Professional Standards services per the National Association of REALTOR®'s Code of Ethics & Arbitration Manual
- **Communication:** Members and the communities we serve recognize CORE as the trusted voice for all things real estate in central NJ

Governance

Through the coordinated efforts of leadership, volunteers, and staff, CORE operates a fiscally responsible business that is future-focused, member-centric, inclusive, and committed to fulfilling its strategic vision

- **Staffing** – CORE has a highly qualified and empowered CEO and professional staff who are vested in the success of the organization by advancing the vision of the strategic plan
- **Facility and Operations** – CORE maintains a state-of-the-art facility that is strategically located to allow for continued growth and favorable alignment of business resources

- **Finance** – With an elected Treasurer who collaborates with the CEO, the Director of Finance & Operations, the Finance Committee, and financial consultants, CORE is a fiscally responsible business that maximizes its potential and is prepared for growth
- **Structure** – CORE has clearly defined roles and responsibilities for all volunteer positions/projects and member engagement opportunities
- **Business Growth** – CORE explores opportunities with other entities for continued business expansion and growth
- **Diversity, Equity, and Inclusion** – CORE offers all REALTOR® members the opportunity to apply to serve in volunteer leadership roles at CORE, and the Nominating Committee recognizes the benefits of diversity and interviews and fairly considers all qualified applicants
- **Volunteer Opportunities** – CORE welcomes all members to apply to serve on a committee or other workgroup and strives to offer a volunteer position to every applicant

Government Affairs

Members of CORE are invested in the political process and engage in advocating for principles and policy positions of the REALTOR® Party including property ownership, housing opportunities, smart growth, and other REALTOR® Party principles and policies as requested by all levels of the REALTOR® organization

- **Fundraising** – CORE members understand the importance of and embrace a culture of financially investing in the political process
- **Policy** – CORE establishes positions regarding significant land use or environmental issues affecting our communities and supports the public policy positions of the National Association of REALTORS® and New Jersey REALTORS®
- **Grassroots mobilization** – All “calls for action” from all levels of the REALTOR® organization are quickly shared with members, who are urged to take immediate action, and the platform of the REALTOR® Party is communicated
- **Influence, Outreach** – CORE engages in outreach to REALTORS® who have a ‘seat at the table’ on local government, municipal and regulatory boards, commissions, and business organizations to strengthen our advocacy and communications efforts
- **Programs, Events** – CORE and its members engage with the public in specific property/housing-related events, programs, and partnerships, demonstrating a commitment to improving the quality of life in our communities for the people who live and work here
- **Advocacy and Consumer Mobilization** – Utilizing available resources and grants, CORE seeks opportunities to partner with the public to build stronger communities, proactively identify issues affecting real estate, and advocate for REALTOR® Party principles and priorities in our communities

Community Outreach

Through various endeavors CORE demonstrates its commitment to our communities and the people who live and work in them

- **Influence, Outreach** – CORE celebrates and showcases the generous charitable endeavors of our members and undertakes community service projects that make a difference in the lives of real people living and working in our communities

Professional and Career Development

CORE is dedicated to raising the professional bar of its membership by providing the highest caliber of career development opportunities for all member audiences and faithfully administers Professional Standards services per the National Association of REALTOR®s Code of Ethics & Arbitration Manual

- **Programming** – CORE is the preferred destination for the career development life-cycle needs of real estate professionals seeking to enhance their business
- **Trainers** – CORE hires high performing and engaging subject matter experts to deliver exceptional courses for the real estate professionals attending our programs
- **Target Audiences** – CORE proactively anticipates the specific needs and exceeds the expectations of all types of members
- **Marketing** – CORE communicates through a variety of methods to effectively promote courses and attract attendees and also provides members with information about various professional development options from our State and National associations
- **Delivery Options** - Utilizing current technologies, CORE consistently delivers relevant courses and career development programming through a variety of learning platforms
- **Professional Standards Enforcement** – CORE provides a full spectrum of professional standards services and systems as defined by the National Association of REALTORS®
- **Fair Housing** – CORE offers its members impactful fair housing classes and information and underscores at New Member Orientation and in member communication vehicles the REALTOR® organization's commitment to and support for fair housing and endeavors to support the fair housing education requirements of the State of New Jersey.

Communication

Members and the communities we serve recognize CORE as the trusted voice for all things real estate in central NJ

- **Internal** – Members rely on CORE as the trusted resource for timely and relevant information that underscores the value of the programs, products, and services delivered by all three levels of the REALTOR® organization
- **External** – The public recognizes CORE and its members as the authority for 'all things real estate', and as trusted partners in the communities in which we live and serve
- **Messaging and Branding** – CORE's communications deliver a clear and uniform message to members and the public that articulates who we are and what we stand for
- **Delivery Methods** – Utilizing a variety of communications vehicles, CORE consistently delivers timely and relevant messages to members and the public
- **Talent-Member Database** – CORE maintains a database that collects relevant member data and demographic information to match their talents and expertise with the projects, initiatives, and issues that require high level collaboration and input
- **MLS Support** – CORE communicates with area MLSs on behalf of our members, providing feedback regarding service provision and other issues that may arise