

Strategic Plan 2018-2020

MISSION STATEMENT: We are committed to provide governance, resources and advocacy for today's real estate professionals.

Guiding the volunteer leaders of our Association, its committees, and staff.

GOAL: Professional Development

STRATEGIES:

1. 20% of membership to hold a broker's license.
2. Top Producer panel annually.
3. Two major member benefit speaker events yearly.
4. Reduce Ethics and MLS Violations.
5. Annual ethics event for all members.

GOAL: Technological Development

STRATEGIES:

1. Improve public website interface portal.
2. Evaluate technological tools to stay adaptive.
3. Review and revise MLS Reports.
4. Implement Spark API.

GOAL: Effective Member Communication

STRATEGIES:

1. By Q2, connect member data with a dynamic CRM.
2. Categorize communication preferences for members.
3. Improve office liaison program.

GOAL: Educational Develop/Advocacy for members

STRATEGIES:

1. Offer four NAR Designation trainings per year.
2. Implement ongoing compliance training on Ethics and MLS.
3. Increase member proficiency in provided technology.
4. Launch Webinar training.

GOAL: Increase Member Engagement

STRATEGIES:

1. 50% C.A.R. Broker Involvement Program.
2. Increase Attendance at CSMAR events.
3. Create a mechanism for cultivating Association leadership.
4. Strengthen REALTOR/Affiliate relationships.

GOAL: Legislative and Community Outreach

STRATEGIES:

1. Raise RPAC contributions to 25%.
2. 100% Brokers at \$148 contribution level.
3. Double Major Donor Investors.
4. Increase visibility at community events.
5. Increase number of FHA Certified Developments.

VISION STATEMENT: To be an organization that identifies and cultivates new leadership while promoting involvement, fostering camaraderie and being stewards for members.

CSMAR 2019 Board of Directors



Liz Parvex
2019 President



Mike Hanley
2019 President-Elect



Nick Gough
2019 Secretary/Treasurer



Dennis Lea
Director



Chuck Lech
Director



Jay Lieberman
Director



Lisa Morrison
Director



Barbara Radke
Director



Joel Reznick
Director



Glen Scalise
Director



Paula Whitman
Director



Gayle Sutton
Past President

CSMAR 2019 Committee Chairs

Affiliates - Rosie Nieto

Grievance - Connie Reed

Asset & Building
Management - Mark Del Santo

Internet/Technology - Joel Reznick

Budget & Finance - Nick Gough

LGR/LCRC - Fred Priebe

Bylaws - Linda Mills

MLS - Mike Hanley

Membership Events and
Benefits/Education - Gayle Sutton

Professional Standards- Allen Reznick

Equal Opportunity, Cultural
Diversity &Community
Outreach - Lisa Morrison

Scholarship - Patti Hepple

Young Professional Network -
Joel Reznick

CSMAR Staff

Evelyn Schultz - Chief Executive Officer

Dawn Maher - Director of Operations

Sarah Gonzales - Member Services Support

Ginny Greer - MLS Director

Carla Mizell - Membership/Professional Standards

Laura Sager - Education Director

Katie Willer - MLS/Membership Services Support