



2025 Strategic Plan

Mission Statement: *Osceola REALTORS® is dedicated to our members' personal and financial success through professional development, advocacy, and community engagement.*

Vision Statement: *The trusted source that lights the path for the real estate industry and our profession in Central Florida*

	ADVOCACY	VALUE	INNOVATION	PROFESSIONALISM	RELEVANCY
GOAL	Osceola REALTORS® will be the foremost advocate for real estate-related public policy issues in the region.	Osceola REALTORS® is committed to delivering significant value to all our stakeholders, both internal (brokers, agents, and affiliates) and external (consumers, community and business leaders, and property owners)	As a progressive organization, Osceola REALTORS® is dedicated to providing our members with cutting-edge products, tools, and services that exceed their expectations.	Osceola REALTORS® understands that the strength of the REALTOR® brand lies in the quality of education we offer, our adherence to the Code of Ethics, and our pursuit of excellence.	In response to the evolving business landscape, Osceola REALTORS® will make strategic decisions to maintain financial strength and market relevance.
OBJECTIVE	<i>We will amplify our advocacy efforts to safeguard private property rights, eliminate adverse effects on real estate, and ensure our members' businesses flourish. OSCAR will implement a comprehensive strategy to enhance member engagement, investment, and support for our Political Action Committee (PAC).</i>	<i>We will tailor our services and offerings to effectively meet each group's unique needs.</i>	<i>We focus on leveraging technology, fostering organizational leadership, driving business success, and enhancing our association's impact to boost member productivity and profitability.</i>	<i>OSCAR will deliver comprehensive and relevant professional development programs designed to support our members at every stage of their careers.</i>	<i>We will implement effective strategies to position our association as the leading REALTOR® association in Central Florida, ensuring we grow, sustain, and meet the diverse needs of our members.</i>
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	<ul style="list-style-type: none"> ● Goal 1: By the end of Q4 2025, increase member engagement and participation in advocacy initiatives. ● Goal 2: By the end of Q4 2025, revamp the Major Investor recognition program to increase the number of investors by 15% and enhance the visibility of their participation through targeted recognition events and social media campaigns. 	<ul style="list-style-type: none"> ● Goal 1: By the end of Q4 2025, increase engagement among members with over 20 years of experience by 25% through tailored events and programs designed specifically for seasoned agents, brokers, and VIPs. ● Goal 2: By the end of Q3 2025, enhance the value proposition of the association by promoting and marketing member benefits and the VIP program to achieve at least a 15% increase in participation. ● Goal 3: By the end of Q4 2025, offer at least four classes for new homebuyers and homeowners, aimed at educating consumers on the homebuying process and highlighting the value of working with a REALTOR®. ● Goal 4: By the end of Q3 2025, conduct research on successful association marketing campaigns to identify at least three actionable insights that can be adapted to improve OSCAR's outreach to external stakeholders. 	<ul style="list-style-type: none"> ● Goal 1: By the end of Q2 2025, establish a task force to review OSCAR's technologies and infrastructure, developing a forward-looking strategy by the end of 2025. ● Goal 2: By the end of Q4 2025, develop and launch a user-friendly portal that enhances member engagement and improves access to resources. 	<ul style="list-style-type: none"> ● Goal 1: By the end of Q3 2025, Osceola REALTORS® will provide timely updates to members on the latest technology, tools, and market dynamics through diverse communication formats, enhancing members' competitiveness and professionalism. ● Goal 2: By the end of Q4 2025, Osceola REALTORS® will fully integrate the REALTOR® Code of Ethics into all training programs, ensuring that members are consistently reminded of ethical standards. 	<ul style="list-style-type: none"> ● Goal 1: By the end of Q4 2025, conduct a comprehensive review of expenses and subscriptions, identifying opportunities to reduce costs by at least 10% while maintaining essential services.



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