



WEST CENTRAL ASSOCIATION OF REALTORS®

2026-28 STRATEGIC PLAN



MISSION

The West Central Association of REALTORS® brings resources to members that empower them to achieve professional success.

VISION

WCAR... where members are trusted voices and vital to every aspect of real estate.

PILLAR 1: ADVOCATE AND INFLUENCE

GOAL 1: WCAR is an advocate for real estate, its members, and the communities they serve.

- Objective 1.1: Increase awareness of RPAC and Calls to Action through energized campaigns with members.
- Objective 1.2: Inform and educate members and the public on the importance of engaging with government officials on real property, housing public policy, fair housing for counties and the state.
- Objective 1.3: Remain the “primary” Voice for Real Estate in the WCAR jurisdiction on legislative, political, taxation, and regulatory issues.

PILLAR 2: PROFESSIONAL AND BUSINESS SUCCESS

GOAL 2: WCAR has multiple resources that address emerging trends, enduring practices, ethics, and professionalism.

- Objective 2.1. Promote timely and relevant both CE and non CE education and tools that balance industry trends with ethical best practices.
- Objective.2.2. Educate members about the professional standards process.
- Objective 2.3. Promote fair housing and Code of Ethics training.
- Objective 2.4. Leverage affiliate partners to support member success.
- Objective.2.5. Offer consistent and ongoing MLS training

PILLAR 3: MEMBER ENGAGEMENT: CONNECT

GOAL 3: WCAR members have strong connections through collaboration, networking, and events.

Objective 3.1. Develop diverse member engagement opportunities for networking and collaboration.

Objective 3.2. Conduct annual member listening tours and share insights with leadership.

Objective 3.3. Support broker and office engagement within the association.

PILLAR 4: COMMUNITY ENGAGEMENT

GOAL 4: WCAR is a recognized partner, positively impacting communities in which its members live and work.

Objective 4.1. Image. Elevate the REALTOR® brand through strategic outreach and communication.

Objective 4.2. Education. Build ties with the community, civic, and education partners.

Objective 4.3. Service. Demonstrate REALTORS' dedication and commitment through WCAR community events, service, and giving.

PILLAR 5: ASSOCIATION EXCELLENCE: SUPPORT

GOAL 5: WCAR provides resources, strategies, and structure necessary to properly support and manage the association.

Objective 5.1. Support effective staffing.

Tactic: Review and revise organizational chart, as needed.

Tactic: Development a staff succession plan.

Tactic: Consider the possibility of additional staff.

Objective 5.2. Ensure there are relevant and necessary policies

Tactic: Review and update policy manuals on an annual basis, as needed.

Tactic: Develop a reserve policy

Objective 5.3. Increase the number of, and opportunities for volunteers.

Tactic: Develop a volunteer recruitment plan

Objective 5.4. Provide adequate building infrastructure and consistently monitor its operations and maintenance while evaluating its ability to meet WCAR's needs.

Objective 5.6. Monitor the progress of the strategic plan

Tactic: Build an annual business/action plan aligned with the strategic plan.

Objective 5.7. Review the committee and task force structure to ensure the ability to implement goals and objectives of the strategic plan.

Objective 5.8. Monitor the Association Membership System (AMS), WCAR's website, accounting systems to ensure effective integration.