

The Mission of Santa Ynez Valley Association of REALTORS® is to enhance its' members' ability to conduct their business within the framework of the local community, with integrity, competence and the highest degree of professionalism.



STRATEGIC PLAN 2021-2022

ENGAGE AND EDUCATE	MEMBER SERVICES AND ENGAGEMENT	COMMUNITY OUTREACH	ADVOCATE
<p>Be a valued resource for developing competency and professionalism among REALTORS®.</p>	<p>Increase knowledge and value of member services and create a member experience which enhances the relevance of the association.</p>	<p>Be the real estate resource for promoting the value that REALTORS® bring to a real estate transaction and the community we serve.</p>	<p>The Santa Ynez Valley Association of REALTORS® will be seen as the area's leading advocate for private property rights, fair housing, and real property ownership.</p>
<p>Members have the leadership, awareness, recognition and power of the Realtor® brand: Our members are recognized as the local authority in real estate and practice with knowledge and confidence.</p>	<p>Members' leadership skills are honed: The future of the organization and the REALTOR® brand is protected. Our members' interests are served.</p>	<p>Awareness and recognition of the REALTOR® brand. Our members are recognized as the local authority in real estate. Our community thrives through members' efforts and involvement.</p>	<p>Private property rights are protected. Our members prosper from business friendly conditions.</p>
<ul style="list-style-type: none"> • Provide educational opportunities that recognize emerging trends, best practices and the diversity of our membership. • Educate and enforce the REALTOR® Code of Ethics. • Provide multiple methods for delivery of professional development opportunities. • Create a sense of community among members through networking. • Provide annual education on Diversity, Equality & Inclusion. • Provide annual education on Fair Housing. 	<ul style="list-style-type: none"> • Engage with members through in-person and virtual opportunities to encourage involvement. • Educate members on opportunities and services provided by the association to promote the value of membership. • Identify and develop future leaders for the association to enhance innovation and the diversity of our leadership. • Encourage members to become involved in association events and committees • Commit to greater diversity, equality and inclusion among the association's volunteer leadership. • Promote the value of our MLS to REALTORS® and consumers as a resource with local expertise. 	<ul style="list-style-type: none"> • Communicate and educate the value of the REALTOR® brand to the consumer. • Expand partnerships and involvement in the community to showcase the value of REALTORS®. • Seek opportunities to create coalitions with community organizations that enhance housing opportunities, promote prosperity and livability of the community and it's residents. • Utilize data resources and information that the consumer expects to know about real estate and local market conditions. 	<ul style="list-style-type: none"> • Mobilize members to become advocates in governmental affairs at the local, state and national level. • Develop meaningful relationships with local officials. • Educate members on use of call for action. • Invite government officials to participate in association events. • Educate members on the value of REALTOR® Party involvement. • Be a champion of Fair Housing, display the Fair Housing logo on social media and promote diversity, equity & inclusion.