

COUNCIL OF RESIDENTIAL SPECIALISTS STRATEGIC PLAN

Mission Statement

The Council's mission is to recruit and retain REALTORS® and international real estate professionals seeking the knowledge, tools, relationship-building and referral opportunities they need to maximize their income and professionalism in residential real estate.

General Objectives

1. To create and provide superior educational opportunities that enhance professional competency.
2. To provide and promote benefits which enhance the economic and other values of membership in the Council.
3. To develop an organization that reflects the diversity of real estate consumers and provides its members with tools to serve their clients.
4. To create and maintain organizational systems and alliances with appropriate organizations to ensure the integrity of the Council of Residential Specialists.

GENERAL OBJECTIVES AND STRATEGIC DIRECTIONS

General Objective #1

To create and provide superior educational opportunities that enhance professional competency.

Strategic Directions

1. Examine and pursue well-defined, market driven opportunities to provide specialized programs and products at advanced levels.
2. Strengthen members' ability to operate as successful practitioners using contemporary business models aligned with current market conditions.
3. Advance member knowledge about those technologies and systems which are essential for future business success.
4. Utilize the Internet and other emerging technologies and innovations to develop and deliver educational programs.
5. Ensure that a superior faculty is available to serve our customers, with an emphasis on recruitment and development of the best qualified individuals, who reflect a diverse and global membership.

General Objective #2

To provide and promote benefits which enhance the economic and other values of membership in the Council and to create and maintain procedures to ensure a standard of excellence is required for earning the CRS Designation.

Strategic Directions

1. Increase awareness and comprehension of the CRS Designation brand among those in real estate industry and targeted external publics.
2. Establish recognition and understanding of CRS member benefits and services through timely, relevant, and effective communications.
3. Expand and promote the CRS referral network using all available venues.
4. Identify and create additional member services and benefits.
5. Define and standardize procedures for recruiting, and reactivating members.
6. Thoroughly evaluate or revise the designation requirements as necessary.
7. Identify and pursue opportunities to effectively position the Council of Residential Specialists and its members in the international real estate industry.
8. Utilize and support Chapters as a vehicle to advance the Council's goals and benefits that Designees and Candidate Members seek at this organizational level.

General Objective #3

To develop an organization that reflects the diversity of real estate consumers and provides its members with tools to serve their clients.

Strategic Directions

1. Attract, embrace and retain membership that is diverse and global.
2. Adapt communication strategies and methodologies to disseminate information about diverse demographic and global population trends and opportunities.
3. Develop tools and teach skills that help members, leadership and staff understand and serve a diverse and global market.

General Objective #4

To create and maintain organizational systems and alliances with appropriate organizations to ensure the integrity of the Council of Residential Specialists.

Strategic Directions

1. Maintain the long range fiscal integrity of the Council.
2. Identify and develop qualified Council leadership reflective of a diverse and global membership.
3. Solicit input from the members and non-members in the decision-making process.
4. Maintain an ethical environment above reproach.
5. Utilize new and changing technologies to attract, serve and communicate with members.
6. Cooperate and collaborate with NAR when deemed appropriate to help create future strategies and relationships with Societies, Councils, Institutes and appropriate international organizations.
7. Protect the integrity of the CRS Designation and its legitimate holders through the effective use of enforcement actions against improper use of the Designation, including all proprietary marks.
8. Create, pursue and evaluate activities and opportunities available to CRS members that encourage involvement in the Council.

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