

STRATEGIC PLAN 2021

PROFESSIONALISM

INTEGRITY

COMMUNITY

KNOWLEDGE

P.I.C.K. PSRAR®

PROFESSIONALISM

- To explore changing the name of the AOR to GPSR® (Greater Palm Springs REALTORS®).
- To encourage, build and maintain mutually beneficial relationships among REALTORS®, brokerages, industry partners and relevant organizations.
- To explore a cost-effective CRMLS exit strategy examining all possible alternatives for our MLS.

INTEGRITY

- To promote professional development for both the membership and staff, and to supply the resources necessary to succeed.
- To identify, cultivate, train, encourage, mentor, support and acknowledge Association members to serve on local, state and national boards and committees.
- To adopt the standardized California Association of REALTORS® bylaws, and define and update the PSRAR® policy manual accordingly, and research grant opportunities that may benefit the Association.

COMMUNITY

- To create a robust marketing and advertising strategy with outreach to potential and existing REALTORS® and industry partners, as well as the general public, and to elevate brand awareness and maximize both existing and future profit centers.
- To make a positive impact on our community through charitable event fundraising, public educational events related to real estate and homeownership, and to explore the possibility of a real estate owner membership designation.
- To consistently communicate and re-evaluate members' needs, while making a social and financial impact on the Greater Palm Springs community by advocating for local businesses, industry partners and the general public. To participate in coalitions focused on economic development, homeownership and civic responsibility.

KNOWLEDGE

- To provide and encourage progressive continuing education programs, productivity tools, cutting-edge technology, and services to facilitate professional development.
- To serve as a positive example of an all-inclusive Association with a diversified membership and progressive representation at the local, state and national level. To explore the formation of a Latinx Professional Network (LPN) and enhance the membership of the Young Professionals Network (YPN).
- To form a task force to research building options, including redesigning our existing building, purchasing one or both of the adjacent lots for parking and/or erecting an event space, or selling our existing building and finding a suitable alternative to either lease or purchase.