



NFCAR's Strategic Plan 2025- 2026

Elevating the Experience of Real Estate

AUGUST 19

THE NORTHERN FAIRFIELD
COUNTY ASSOCIATION OF REALTORS, INC.

The Northern Fairfield County Association of REALTORS

2025 -2026 STRATEGIC PLAN

The Northern Fairfield County Association of REALTORS Strategic Plan is a guide for the organization to develop and implement products, programs and services that will enable the board to be a comprehensive source of information, to be a valuable provider of services to its members and to positively contribute to the vitality of the communities it serves.

This plan should directly influence *operational decisions, committee activities*, and the implementation of priority projects and allocation of the board's resources.

The Monitoring and measurement of progress are essential to the board and the progress and should be reviewed regularly to ensure the viability of the plan.

By implementing this plan, The Northern Fairfield County Association of REALTORS® will further establish its relevance and value to the members it serves through consistent delivery of progressive and modern services, to elevate the professionalism and knowledge of a community of engaged REALTORS®.

The planning process consists of a review of issues, trends, opportunities, and challenges that impact the industry and organization. Issues are analyzed to help identify core values for the organization and create strategic initiatives and actionable strategies to enhance the business and service operations of The Northern Fairfield its membership and the consumers they serve.

NFCAR's MISSION STATEMENT

Elevate the experience of real estate by delivering excellence, professionalism, inclusion, superior education, and advocacy for our members, consumers, property owners and the communities we serve.

GOVERNMENT AFFAIRS / ADVOCACY

This Committee is responsible for:

- Monitoring local government activities as they influence and affect the rights of private property owners and the interests of the real estate industry.
- Participating in and having an impact in CTR political activities.
- Communicating issues identified by the State and National associations.
- Building governmental relations at the local level and encouraging member involvement in the legislative and political process.
- Promoting participation in the REALTORS® Political Action Committee (RPAC) and/or Political Advocacy Fund (PAF).
- Encouraging member involvement in the legislative and political process

Government Affairs / Advocacy

- Continue with: PAF dues billing above the line.
- Increase our member participation in PAF and or RPAC:
 - Utilize personal visits to member offices to educate members on how PAF & RPAC benefits individual REALTORS® and the real estate industry.
 - Have a PAF & RPAC component at all member events.
 - Clearly communicate to members the difference between PAF and RPAC and how their investments are utilized.
- Continue with member voter registration campaigns.
- Continue legislative involvement with CTR.
- If possible establish an office point of contact in member offices to advocate for legislative topics.
- Increase the number of members signed up for REALTOR “Call’s to Action.”
 - Increase our member participation in “Call’s to Action.”
 - Via email & Text messaging.
- Continue to include Advocacy efforts on NFCAR’s Social Media Pages.
 - “Our Housing Future” (public page)
 - “The Northern Fairfield County Association of Realtors”
- Continue to include Advocacy efforts via NFCAR newsletter
 - Bi-Weekly Newsletters
 - **Utilize Text Messaging** to meet member where they are.
- **Hold a Bi-yearly legislative breakfast so our members can engage our legislators.**
- Research and utilize grant opportunities if possible..

CONSUMER OUTREACH

Our Mission

The Community Involvement Committee identifies opportunities to enrich the Communities in which we serve while strengthening the REALTOR image and value through volunteerism.

Our Vision

To encourage our fellow REALTORS to play a more active role in their communities by giving back through service, NAR grant opportunities and by partnering with other philanthropic organizations. The Northern Fairfield County Association of REALTORS

Consumer Outreach

- The association shall maintain a Community Involvement Committee of a size adequate to achieve its stated goal.
- The Committee shall identify and establish local community service projects to increase REALTOR visibility.
- Ensure that all projects are promoted on social media and correct online sites.
- To improve consumer awareness of REALTORS value.
- Identify partnership opportunities, like Habitat for Humanity, & The Salvation Army
- Research and utilize grant opportunities if possible.
- Continue to strengthen the Committees ties to the NFCAR Community Foundation,

Diversity, Equity, Inclusion and Fair Housing

OUR MISSION

The mission of The Fair Housing and Diversity & Inclusion Committee is to promote Fair Housing, diversity, equity, inclusion, and justice within NFCAR's REALTOR® Membership and Leadership. The committee seeks to accomplish its purpose via a group of Volunteers who provide education, guidance, advice, and support to initiatives that will create the cultural shifts as outlined in NFCAR's Strategic Plan.

Our Vision

We are committed to creating and nurturing a diverse, equitable and inclusive membership community, organizational workplace, and affiliate/sponsor network and to fostering mutual respect between all individuals.

Our Goal

Our goal is to create a safe environment within NFCAR that is inclusive, that celebrates cultural differences, and where the quality of opportunity is available for underrepresented groups and individuals from all backgrounds to grow to their full potential and into leadership roles.

Diversity, Equity, Inclusion and Fair Housing

- The association shall maintain a Diversity, Equity, Inclusion and Fair Housing Committee of a size adequate to achieve its stated goal.
- Continue to recruit committee members.
- The committee shall develop a yearly plan to promote Fair Housing, Diversity, and Inclusion throughout the year. i.e., Black History Month, Women's Month Pride Month, Hispanic Month , etc..
- The committee shall maintain ties with the CT Chapters of the following groups, NAHREP, The Appraisal Institute, NAACP, LGBTQ+
- Continue to host a yearly "Fair Housing, Diversity, Equity Event" each year during Fair Housing Month.
- Continue the hosting of an educational contest during April to increase member participation in NAR programs like: AHWD, Fair Haven, etc.
- Research and utilize grant opportunities if possible.

Leadership, Association Governance, and Operations

**The NFCAR Board of Directors is responsible for the direction of the organization.
The board governs, develops policy, and sets a course using the Strategic Plan as a guide.
The NFCAR mission statement frames all discussions.**

Leadership, Association Governance, and Operations

Leadership

- Proactively prepare for the impact of litigation on the membership and industry.
- Promote the Three-Way Agreement.
- Identify train and mentor leaders.
- Prepare Leadership for roles on local state and national levels.
- Recruit leaders through our election committee process that represents our membership and the communities we serve.
- Board members to actively recruit members to serve on committees.
- Harness knowledge and experience from past leadership.
- In collaboration with the Education committee continue the NFCAR Leadership Academy.

Association Governance

- Maintain committee structure: however committees shall be evaluated yearly for relevancy and effectiveness
- NFCAR Committees include Executive, Finance, Education, Fair Housing/DEI, Community Outreach, Social/Mingle other committees are underdevelopment
- The use of “PAGs” vs committees for short term projects is advised, PAG’s (Presidential Advisory Groups)

Operations, Financial

- Maintaining the NFCAR building, and property; it is essential that finances be available to support proper maintenance, and necessary renovations.
- Responsible cost management should preserve financial stability
 - Develop strategies to grow and safeguard current and future financial resources.
 - Identify and pursue Member Benefits and Non-Dues sources of revenue.
- A Member Benefits Committee is Priority

Education Committee

Our Mission is to serve the members by providing educational programs and services that will enhance their competency, professionalism, and productivity.

Our Vision is for our members to achieve a higher level of professionalism by encouraging them to have a more active role in the association.

Our Goal is to be the premiere educational resource center for our REALTORS in Fairfield County

Education

- Continue to update the membership on the impact of litigation on the industry.
- Investigate classes to keep members current with new opportunities and risk such as AI
- Provide more education/sessions on legal and other timely issues.
- Give guidance on how to articulate to consumers the value of client representation and compensation options.
- Maintain our P&P course/school as a neutral environment, i.e., no recruiting
 - Offer PP in person and/or hybrid.
- Identify ways to increase attendance at NFCAR classes.
- Promote virtual and classroom education to NFCAR RN Licensees
- Promote online education to appraisers, bankers, and mortgage originators.
- Provide CE opportunities for Commercial Members, and members wishing to pursue a career in commercial real estate.
- Promote educational opportunities on NFCAR's Social Media Pages, and website.
 - "The Northern Fairfield County Real Estate School"
 - "The Northern Fairfield County Association of Realtors"
 - www.nfcар.com
- Provide New Member orientation and identify programs and opportunities to support new members.
- The association shall maintain an Education Committee of a size adequate to achieve its stated goal.
- Professional Standards as part of Education
 - Ensure that the membership knows that CTR now oversees Ethic and Arbitration.
 - Provide Ethics Training for NAR & CE credit.
- Research and utilize grant opportunities if possible.

Communication

Our Mission

Heighten member awareness of Board activities & functions, industry trends and member achievements. Additionally, promote REALTOR image and activities to the public using various outlets.

Communication

- Utilize Text Messaging to meet member where they are.
- Utilize technology to improve communication with the members.
- Update and maintain the Association Website
 - Make our website the hub for all things NFCAR.
- Continue to use social media:
 - The Northern Fairfield County Association of Realtors
 - The Northern Fairfield County Real Estate School
 - Our Housing Future (public facing site)
 - X
- Continue to reach out to Designated REALTORS® with direct messaging
- Constantly seek to improve our newsletters.
- Provide legal and industrial information via our Association Newsletters and social media communications.
- Maintain and promote our forms link on our website.
- Recognize outstanding achievements of REALTORS (ROTY) and Affiliate (AOTY) & Rookie of The Year