

2013

WRA
STRATEGIC PLAN



CREATING A DYNAMIC
REAL ESTATE MARKET THAT BRINGS
OUR COMMUNITIES TO LIFE.



SSC



Forging brighter futures for **WISCONSIN COMMUNITIES.**

The Great Recession forever changed the real estate industry. Those REALTORS® who survived did so by revolutionizing business models — cutting costs, revamping structures, elevating recruiting, enhancing technology, investing in education and training, and redefining “24-7” customer service. But despite huge amounts of readily accessible real estate information on the Internet, consumers want more than numbers and pictures on a computer screen. They seek neighborhood-specific knowledge and expertise that only an experienced and well-trained REALTOR® can provide. They seek professionals who are committed to their communities and their neighbors. They need professionals who understand the critical role of commercial property in the economic life of their communities. Consumers today don’t want statistics about a house — they want insights into a home. And they want a trusted advisor who can help them make that home their own. The Wisconsin REALTORS® Association helps REALTORS® make consumer dreams come true.

OUR MISSION

To support our members by providing quality education, superior legal information, unparalleled public policy advocacy and cutting-edge business technologies.

OUR VISION

A dynamic real estate market that brings Wisconsin communities to life with great homes, businesses, jobs, neighborhoods, schools, satisfied customers and successful REALTORS®.

OUR PATHWAYS

1. Take a leadership role in making Wisconsin’s economy prosper.
2. Preserve and protect the real estate marketplace.
3. Be the voice of, and a strong advocate for, home and property owners.
4. Be the standard of excellence for our members and our profession.





1

Take a leadership role in **MAKING WISCONSIN'S ECONOMY PROSPER.**

- A. Inform and impact public policy related to the economy.
- B. Advocate for policies that produce better-paying jobs that enable more consumers to access the housing market.
- C. Enhance public awareness of the importance of REALTOR® involvement in addressing local and state economic challenges and opportunities.

“ LEADERSHIP. ”

ADVOCATE FOR POLICIES THAT PRODUCE BETTER-PAYING JOBS THAT ENABLE MORE CONSUMERS TO ACCESS THE HOUSING MARKET.

2

Preserve and protect **THE REAL ESTATE MARKETPLACE.**

- A. Pursue and support both policies and activities that provide consumers with accurate and useful information about the real estate marketplace, communities and neighborhoods in which they wish to live.
- B. Assist REALTORS® in their efforts to help consumers understand the importance of relying on credentialed real estate professionals in all real estate transactions.
- C. Pursue and support policies and activities that inform and educate elected officials and policymakers about the importance of the real estate marketplace to Wisconsin’s economy and its quality of life.
- D. Pursue and support policies and activities that inform and educate the news media and opinion leaders about the importance of the real estate marketplace to Wisconsin’s economy and its quality of life.
- E. Aggressively advocate for policies and activities that preserve and protect the real estate marketplace.



3

Be the voice of, and

A STRONG ADVOCATE FOR HOME AND PROPERTY OWNERS.

- A. Enhance awareness of the importance of home and property ownership to local and state economies and quality of life.
- B. Encourage and support opportunities for home and property owners to speak out on issues that affect them.
- C. Advocate all levels of government on behalf of home and property owner rights and interests.



“ADVOCACY”

ENHANCE AWARENESS OF THE IMPORTANCE OF HOME AND PROPERTY OWNERSHIP TO LOCAL AND STATE ECONOMIES AND QUALITY OF LIFE.

4

Be the standard of excellence for
**OUR MEMBERS AND
OUR PROFESSION.**

- A. Provide the professional training our members want and need.
- B. Place special emphasis on the skills required to excel at property ownership transfer management.
- C. Place special emphasis on ensuring that members have accurate, relevant information and the skills required to access and utilize that information with the most up-to-date technology.



WISCONSIN REALTORS® ASSOCIATION

Creating a dynamic real estate market that brings our communities to life.

4801 Forest Run Road, Suite 201 | Madison, WI 53704

Phone: 1.800.279.1972 | 608.241.2047

Fax: 608.242.2267 | Website: www.wra.org