

2026-2027 Strategic Plan Update



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2026-2027 Coastal Bend Association of REALTORS® Strategic Planning Grid

MISSION

Enhance member professionalism, be a trusted resource to the diverse communities we serve and protect real property rights

PILLAR 1 – ADVOCATE Strengthen Advocacy for Real Property Rights

GOAL – Enhance the Association's advocacy efforts by engaging members, educating stakeholders, and influencing policy decisions

To Strengthen Advocacy for Real Property Rights, We Will:

- Advocate for REALTOR®-Friendly Candidates and Policies
- Enhance CBAR's Advocacy Effectiveness in the Community
- Be the Trusted Source for Local RE Market Data and Insights

PILLAR 2 – ELEVATE Elevate Professionalism and Enhance CBAR Member Services

GOAL – Provide valuable member services that promote excellence, professional growth, high-quality service and business success

To Elevate Professionalism and Enhance CBAR Services, We Will:

- Measure and Improve the Member Experience
- Foster a Professional, Effective and Inclusive Leadership
- Advance Expertise and Industry Knowledge
- Establish a Culture of Ethics and Accountable Professional Standards

PILLAR 3 – ENGAGE Expand Engagement with Brokerages, Members, and the Community

GOAL – Demonstrate the Value of CBAR to its Members, and Promote the REALTOR® Value to their Consumers

To Expand CBAR's Engagement Activities, We Will:

- Develop a Targeted Brokerage Engagement Program
- Expand and Improve Member Engagement
- Strengthen and Promote Community Engagement
- Set Realistic and Measurable Engagement Expectations for Events and Programs

PILLAR 4 – PROMOTE Enhance CBAR's Communication with Members and Consumers

GOAL – Improve CBAR's capacity, consistency and effectiveness in communications and promoting REALTOR® value

To enhance CBAR's communications with Members and Consumers, We Will:

- Upgrade and Diversify CBAR's communication capacity
- Elevate CBAR's Brand Reputation and Visibility
- Communicate CBAR's Value Proposition to Brokers and Members
- Promote the REALTOR® Value Proposition to Consumers

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Staff and Volunteer Leadership will Prioritize and determine Responsible Group for each item

PILLAR 1 – ADVOCATE GOAL: Enhance the Association's advocacy efforts by engaging members, educating stakeholders, and influencing policy decisions. <i>To Strengthen Advocacy for Real Property Rights, We Will:</i>		
Advocate for REALTOR®-Friendly Candidates and Policies		
Priority	Description	Responsible
2	• Enhance process to evaluate, fund and <u>educate</u> aligned candidates	GA
3	• Consider Candidate Forums in partnership with like-minded business and political organizations.	GA
1	• Workgroup to develop Legislative Policy Positions for BoD adoption	GA
Enhance CBAR's Advocacy Effectiveness in the Community		
Priority	Description	Responsible
2	• Hire a Full-Time Govt Affairs Director (determine cost and timing; consider hybrid options i.e. admin GAD with consultant)	Staff
1a	• Create Staff Metrics for: 1) Engagement with Policy Makers; 2) Developing Strategic Partnerships; and 3) Advancing Policy Objectives	BOD
1b	• Develop Monthly reporting of Advocacy progress to Board of Directors	Staff
Be the Trusted Source for Local Real Estate Market Data and Insights		
Priority	Description	Responsible
3	• Partner with STXMLS, TR®, and others to obtain data and tell the Market story. (chambers, EDC, etc.)	Staff*(GAD dependent)
2a	• When available, use data-driven insights to support policy positions.	Staff*(GAD dependent)
1	• Promote and disseminate white papers on real estate trends and issues. (such as Housing Affordability, Local Market Segmentation, Economic Impact of Ownership, etc.)	Staff
2b	• Identify government and private agencies that attract industrial, manufacturing and housing development opportunities	Staff*(GAD dependent)

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PILLAR 2 – ELEVATE GOAL: Provide valuable member services that promote excellence, professional growth, high-quality service and business success. <i>To Elevate Professionalism and Enhance CBAR Services, We Will:</i>		
Measure and Improve the Member Experience		
Priority	Description	Responsible
2	• Compile detailed analytics for all CBAR members (license types/job duties)	Staff
2	• Target service programs to meet CBAR's diverse membership needs	Staff/Ed.
3	• Measure effectiveness via continual, varied and targeted feedback	Staff/Host Committees
Foster a Professional, Effective and Inclusive Leadership		
Priority	Description	Responsible
2	• Promote Texas REALTORS® Leadership Program and YPN as incubators for new and emerging leaders	All/BOD
3	• Expand volunteerism by members with diverse backgrounds and varied real estate specialties	All/BOD
1	• Cultivate competence, accountability and trustworthiness within staff and volunteer leaders	All/BOD
Advance Expertise and Industry Knowledge		
Priority	Description	Responsible
2	• Provide members with up-to-date knowledge and skills for AI and emerging technologies.	Staff/Ed.
2	• Offer targeted training programs to serve the wide range of business specialties and experience levels among CBAR members	Staff/Ed.
1	• Offer Risk Management education.	Staff/Ed.
3	• Identify and implement AI products, services and programs that will enhance CBAR service effectiveness and efficiency	Staff
Establish a Culture of Ethics and Accountable Professional Standards		
Priority	Description	Responsible
2	• Use real-world stories to make ethics engaging, practical, and memorable.	Ed.

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2	Uncover barriers to reporting and educate members on clear, accessible reporting processes for COE and TREC.	PAG
1	Share common COE and TREC violation statistics to raise awareness and prevent repeat mistakes.	Staff
PILLAR 3 – ENGAGE GOAL: Demonstrate the Value of CBAR to its Members, and Promote the REALTOR® Value to their Consumers <i>To Expand CBAR's Engagement with Brokerages, Members, and the Community, We Will:</i>		
<i>Develop a Targeted Broker/Manager Engagement Program</i>		
Priority	Description	Responsible
1	Implement a detailed communication plan for broker/managers to learn their needs, deliver meaningful services, and improve participation	Staff/Mem En. Ed. TREPAC.
2	Expand broker/manager networking programs (forums, invite-only events, town halls, etc.)	Staff/BOD
2	Offer targeted, broker/manager-only training programs that elevate broker skills	Ed.
<i>Expand and Improve Member Engagement</i>		
Priority	Description	Responsible
1	Deliver better engagement through focused, high-impact, and diverse networking experiences.	M.E.s
3	Continually upgrade New Member Orientation through regular evaluation and BOD engagement.	Staff/BOD
2	Implement a New Member Follow-up System	Staff/BOD
2	Ensure all CBAR education and program offerings demonstrate inclusiveness	Ed.
<i>Strengthen and Promote Community Engagement</i>		
Priority	Description	Responsible
2	Cultivate strategic partnerships within the community that promote the value of REALTOR® involvement.	F.C.O.
2	Increase the Association's engagement footprint by participating in local community events and building local relationships	F.C.O./Mem Eng./YPN

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1	Consistently publicize REALTOR® community engagement activities in a meaningful way via earned and social media.	Staff
<i>Set Realistic and Measurable Engagement Expectations for Events and Programs</i>		
Priority	Description	Responsible
1	Define clear and specific metrics to evaluate the focus, impact, and diversity of engagement events.	Hosting Committees & Staff
2	Regularly re-evaluate all engagement activities using cost-benefit analysis to determine the sustainability of individual programs.	TF/PAG/M.E.
PILLAR 4 – PROMOTE GOAL: Improve CBAR’s capacity, consistency and effectiveness in communications and promoting REALTOR® Value <i>To enhance Member communications and promotion to Consumers, We Will:</i>		
<i>Upgrade and Diversify CBAR’s communication capacity</i>		
Priority	Description	Responsible
1	Renovate and optimize the CBAR Website for public promotion and member services delivery	Web TF
3	Identify and implement communication tools and channel updates	Staff
3	Leverage the communication systems of partner organizations whenever practical to spread awareness outside of CBAR membership.	Mem Eng(s), YPN, Staff
<i>Elevate CBAR’s Brand Reputation and Visibility</i>		
Priority	Description	Responsible
2	Develop a comprehensive 100th year celebration and rebranding initiative for CBAR, including Walk With Pride milestones	TF (rebranding)
2	Implement a comprehensive social media advertising in English and Spanish	Staff
1	Communications professional to consult to develop a communications plan.	TF (rebranding)
<i>Communicate CBAR’s Value Proposition to Brokers and Members</i>		
Priority	Description	Responsible

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1	• Create a clear, concise Value Proposition emphasizing WIIFM (what's in it for me), ROI (Return on Investment), and communicating local, state, and national benefits of membership.	BOD/Staff/M.E.
2	• Develop a detailed plan for marketing the Value Proposition to Brokerages first, and then Members.	Staff/Specialist
3	• Ensure CBAR's Value Proposition is adaptable for potential partners (shared services, mergers and acquisitions, etc.)	Staff/Specialist
<i>Promote the REALTOR® Value Proposition to Consumers</i>		
Priority	Description	Responsible
1	• Create a clear, concise Value Proposition emphasizing local market expertise, professional guidance, and community-building activities	Specialist/TF
2	• Develop a detailed public relations plan to raise awareness of the positive impact REALTORS® make and the benefits of utilizing REALTOR® services	Staff/Specialist