

STRATEGIC PLAN OVERVIEW

CORE COMPETENCIES

- Local Advocacy
- High-Quality Education
- Brokerage Engagement
- Community Involvement
- REALTOR® Value Promotion

Our VISION

WCAR is the region's leading provider of professional and consumer real estate resources and expertise.

Our MISSION

WCAR is the Voice for Real Estate in Middle Tennessee—protecting property rights, supporting communities, and promoting the business interests of members and affiliates.

PILLARS OF SUCCESS

ADVOCATE | ELEVATE | ENGAGE | IMPACT | PROMOTE

ADVOCATE

- Champion REALTOR® business interests and private property rights.
- Elect REALTOR®-friendly candidates and support beneficial policies.
- Strengthen partnerships to enhance advocacy impact.

ELEVATE

- Offer market-driven, high-value education for professional excellence.
- Utilize varied delivery methods for accessibility.
- Promote Code of Ethics and Fair Housing training.

ENGAGE

- Foster collaboration through networking and leadership opportunities.
- Enhance communication on industry trends and advocacy issues.
- Develop inclusive programs for all WCAR members.

IMPACT

- Establish WCAR as the trusted local expert in real estate.
- Support non-profits to promote affordable housing and fair housing.
- Expand charitable initiatives through RGWF.

PROMOTE

- Showcase REALTORS® as essential community partners.
- Strengthen member awareness through training, tools, and advocacy.
- Highlight REALTORS® as professional advocates with local market expertise.

ADDITIONAL INITIATIVES

Education: Improve instructor training, course relevance, and accessibility.

Member Engagement: Develop a strong value proposition and broker engagement programs.

Volunteer Leadership: Enhance leadership structures for efficiency.

Consumer Engagement: Expand giving opportunities and advocacy efforts.