

**New Smyrna Beach Board of REALTORS®
Strategic Plan Update
July 31, 2008**

Mission

The mission of the New Smyrna Beach Board of Realtors is to serve our members by providing education, advocacy and resources; promoting home ownership; ensuring adherence to professionalism and high ethical standards; upholding the Realtor image; and protecting private property rights.

Goal 1: Enhance member communications

Goal 2: Improve the Association's use of technology

Goal 3: Encourage greater participation in our educational programs

Goal 4: Increase the monitoring and enforcement of MLS rules and the use of the system

Goal 5: Broaden our field of well trained leaders

Goal 6 (tie): Improve the REALTOR public image

Goal 6 (tie): Develop a program to improve professionalism within the Board

Goal 9: Continue our legislative initiatives.

Goal 10: Establish written financial policies

Goal 11: Evaluate our charitable activities and establish selection criteria