



# Ithaca Board of REALTORS<sup>®</sup>, Inc.

Your Voice for Real Estate in Ithaca

## STRATEGIC PLAN 2024-2026

**Mission:** The Ithaca Board of REALTORS empowers our members to collaborate and conduct business in an ethical, inclusive and professional manner within the communities we serve.

**Vision:** To be the leading voice of real estate in our marketplace.

### Advocacy



### Ethics



### Focus on Community



### Inclusivity



### Professionalism



IBR strives for collaborations with local, state and national decision-makers to support and protect real property rights, adequate housing and sustainable economic and environmental practices.

IBR fosters a high standard of moral conduct and fair practices for the benefit of our members, clients, and communities.

IBR is committed to being a good neighbor by investing our time, knowledge, and resources in support of our communities

IBR celebrates our differences, respects diversity, and promotes equal access to real estate opportunities and resources.

IBR recruits and develops REALTOR<sup>®</sup> leaders to enhance member education, organizational strengths, and to serve as a pillar of cooperation and professionalism.

**Leverage NYSAR Government Affairs Director staff to help promote all advocacy goals**

**Offer FREE Code of Ethics Training Annually to All IBR Members**

**Schedule and Oversee a Food Truck Vendor to be On-Site, with Any Proceeds to Benefit a Charity**

**Promote DEI education opportunities to members**

**Identify and recruit 3 to 5 new members into board service annually**

**Expand member and guest Legislative Luncheon attendance to be held during spring State House and Assembly break (tentatively late March)**

**Develop a Code of Ethics “Tip of the Week” to publish in the weekly IBR newsletter**

**Promote the use of the IBR conference room as a rental**

**Partner with community organizations that offer education/services for housing opportunities**

**Develop an association mentorship program for board approval**

**Support local and State lobbying efforts to improve messaging and impact of Association priorities**

**Bring NYSAR’s Legal Update in-person training to IBR office**

**SPONSOR & ATTEND COMMUNITY EVENTS**

**Develop regular communications from the NYSAR-appointed DEI Liaison on best practices for inclu-**

**Offer regular member meetings to provide industry trends/updates and social networking opportuni-**