



Longleaf Pine REALTORS® 2025-27 Strategic Plan

Approved by the Board of Directors 2-10-25

OUR MISSION	ADVOCACY	PROFESSIONAL STANDARDS	COMMUNITY IMPACT	MEMBER ENGAGEMENT
Dedicated to the advancement of LPR Realtors® and the communities they serve.	Advancing the interests of real estate.	Increase standards of professionals through knowledge.	Positioning REALTORS to enhance the communities they serve.	Providing opportunities to connect and deliver value to members.
	A. Economic Development Initiatives B. Housing Availability and Fair Housing Programs C. RPAC D. GAD (Government Affairs Director) and Governmental Relations	A. Code of Ethics B. Learning Opportunities C. Designations and Specialties D. Professional Standards	A. Charitable Efforts B. NAR/LPR Brand Strength C. Military, Health Care, and Education Community Relationships D. Community Outreach	A. Value Proposition: Benefits and Services B. Networking Events C. Integration of Inclusion D. Educational Opportunities
LEADERSHIP Maintaining a dynamic professional association.	A. Leadership Development by Board and Committees	B. Financial Stewardship	C. Staffing Support and Capacity	D. Association Growth Two-year plan: based on NAR Core Standards