Longleaf Pine REALTORS®
Serving REALTORS® in Eastern North Carolina since 1946

Strategic Plan
2027 – 2029

LONGLEAF PINE REALTORS®



ADOPTED
OCTOBER 15, 2026

OUR MISSION

Empowering members to serve, lead, and succeed.

01 Reach – Connect – Engage – Listen

Members:

- Communicate with our members in an effective and efficient way reflecting their preferences.
- Create distinct channels i.e. BICs, Brokers, Owners, Commercial, YPN, Property Management, Service Members.
- Enhance onboarding and reboarding of members.
- Build opportunities for member networking.

Public:

- Communicate clearly the value of REALTORS®
- Identify and celebrate REALTOR® and citizen heroes.
- Engage consumers as stakeholders and allies.

02 Professional Advancement

- Equip members with the skills, education, resources, and support to achieve professional success.
- Uphold and advance the Professional Standards; REALTORS® Code of Ethics, Fair Housing, and REALTOR® safety.
- Promote member health, wellness, and financial literacy.

03 Advocacy

- Be recognized as the subject matter expert for real estate.
- Champion sustainable homeownership.
- Support the election and appointment of REALTORS® and allies.
- Advance members' success and private property rights through:
  - RPAC engagement and calls for action and;
  - the work of our Government Affairs Director (GAD) and membership.

04 Community Impact

- Collaborate with outside organizations and nonprofits to create vibrant/thriving communities by supporting initiatives that align with our mission through charitable giving and volunteerism.
- Showcase REALTOR® impact and visibility.
- Position members to enhance the communities they serve.

05 Leadership

- Identify, invite, train, and deploy leaders.
- Develop a pipeline of leaders who strengthen organizational influence and advance thriving communities.
- Increase influence at local (LPR), state (NCR), and national (NAR) levels of associations.
- Prepare and position leaders in external organizations.

06 Organizational Excellence

- Provide financial, physical, and human resources to execute the strategic plan.
- Grow and diversify non-dues revenue streams.
- Steward our Association resources with transparency, accountability, measurements, and reports.
- Empower members with a vibrant, accurate, data-centric MLS.
- Value our members' commitment and time.
- Be innovative, nimble, and forward thinking.