

# South Padre Island Board of REALTORS® 2026-27 Strategic Plan

*Mission: Promote integrity and professionalism while being the knowledgeable and local voice for real estate.*



## Advocacy

*Create a culture of awareness and participation in advocacy and political involvement among REALTORS®.*



## Consumer Outreach

*Be the local voice and resource to promote the value that the REALTORS® bring to the transaction and to the community we serve.*



## Member Engagement & Services

*Be a valuable resource to our members for tools that lead to success in an open and inclusive environment.*



## Professionalism & Education

*Provide and promote quality professional development opportunities to enhance professionalism that contribute to the success of the REALTOR®.*

### STRATEGIC GOALS

- Educate members about WHY we engage in advocacy, including TREPAC, and how it benefits the industry, our community and their businesses.
- Take a more proactive approach to policy issues at the local level.
- Develop better relationships with elected officials through greater participation in grassroots efforts, such as “hill visit” meetings, through personal asks.
- Encourage more REALTOR® members to serve as elected officials at the local level and support members who do.
- Be a resource to members on ways to get involved at the local level.
- Advocate for and promote fair housing initiatives that support expansion of diversity and inclusionary efforts.

### STRATEGIC GOALS

- Be an active participant in local events and charitable organizations to show engagement and partnership in the community that supports REALTORS® where we live and work.
- Be a local market expert to showcase the knowledge that REALTORS® bring to a transaction, utilizing data resources that promote market statistics and trends.
- Use social media to communicate key real estate issues that impact the consumer.
- Utilize national/regional portals, advertising opportunities and the Chamber of Commerce to showcase and market SPI real estate opportunities.
- Utilize volunteer engagement to update consumers at community events about local real estate issues, the homebuying/selling/ renting process and the difference between a REALTOR® and a real estate agent.
- Be viewed as a local resource on issues that specifically impact a coastal/resort community, such as financing, insurance, TWIA, and investment resources.

### STRATEGIC GOALS

- Continually inform members through diverse channels of the value of the REALTOR® organization’s benefits and resources that contribute to their success.
- Solicit frequent feedback from members to help improve and innovate.
- Engage members in our activities, with an emphasis on personal outreach, to grow participation and to identify and develop future leaders to enhance innovation and diversity.
- Promote the value of our MLS to REALTORS® and consumers as a resource based on the local expertise of our members.
- Ensure that our actions and initiatives reflect the uniqueness and diversity of our membership and consumers as a resort community.
- Continue to develop and enhance our two-way relationships with our broker community and subject matter experts.
- Recognize our volunteers and communicate the benefit of being involved with the board and in the community.

### STRATEGIC GOALS

- Highlight, promote and enhance the awareness that quality education is provided for members.
- Promote and recognize certification and designation programs to enhance knowledge and communicate value to the consumer.
- Provide multiple methods for the delivery of member professional development opportunities, utilizing in-person and virtual/interactive course offerings.
- Provide leadership development opportunities to identify and cultivate future leaders, through use of the Texas REALTORS® Leadership Program on a regional basis.
- Provide a broad range of education opportunities to enhance geographic competency, focusing on rentals/property management, contracts, condo sales, fiduciary relationships and Code of Ethics.
- Embrace diversity, equity and inclusion programming in the delivery of education offerings.
- Promote the value of professionalism and the importance of the Code of Ethics.