



Strategic Plan 2022

Mission: To be the premier provider of accurate information and services to our members.

Vision: To provide the structure for a reliable database to connect home buyers to home sellers.

Communication

Enhance Communication



Strategy:

- Communicate with Associations
 - Meet with Association Executives on quarterly basis to evaluate needs
- Communication with Members
 - Flex Message Board
 - Blast Emails
 - Log On Messages

Education

Educate Members



Strategy:

- Follow up Orientation Classes
- Notify Members of new or updated rules
- Educate members on the "Help" section that includes webinars

Member Services

Continually Add Value



Strategy:

- Data Share – search for additional opportunities
- Explore new services
 - Products to benefit members
 - Communicate with current vendors about new services/updates
- Be visible
 - Member of Executive Committee to make appearance at New Member Orientation
 - Offering opportunity for members to meet with President/MLS Staff

Leadership

Strengthen our Board of Directors



Strategy:

- January Directors Orientation
- Educational Opportunities
 - Follow-up New Member Orientation
- Financials – Good Stewardships of MLS Assets
- Staff to stay abreast of NAR changes/updates via in person meetings or zoom

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