



Strategic Plan

2023 - 2026

Our Mission:

The Bismarck Mandan Board of REALTORS® is a professional business organization that serves its members, supports building stronger communities, and advocates for real property and ownership rights.

Vision:

To set the standard among local Boards of REALTORS® in service to our community and members while enhancing the value and image of our profession.

The Structure of Our Strategic Plan



Strategic Priorities:

The overarching priorities that connects with BMBOR's mission and will fulfill our organization's vision.



Goals:

The defined outcomes that BMBOR will strive to accomplish.



Strategies:

Defined approaches and actions that will make our goals reality.



Our Strategic Priorities



Strategic Priority

1

Housing Opportunities

BMBOR will be a catalyst in developing collaborative approaches that address housing needs in the Bismarck-Mandan community.

Strategic Priority

2

Professionalism & Engagement

BMBOR will engage our members through promoting professionalism and ethics along with providing opportunities for professional growth to ensure our industry is respected and trusted.

Strategic Priority

3

Sustainability

BMBOR will responsibly manage its finances and be strategic in identifying new and responsible revenue opportunities in order to provide a strong and sustainable financial future for our association.





Connecting Our Vision with Our Strategic Priorities



Strategic Priority 1: Housing Opportunities

Goal 1.1:

Our Aspiration:

BMBOR will be a catalyst in developing collaborative approaches that address housing needs in the Bismarck-Mandan community.

Create collaborative partnerships with local and state organizations committed to addressing housing needs

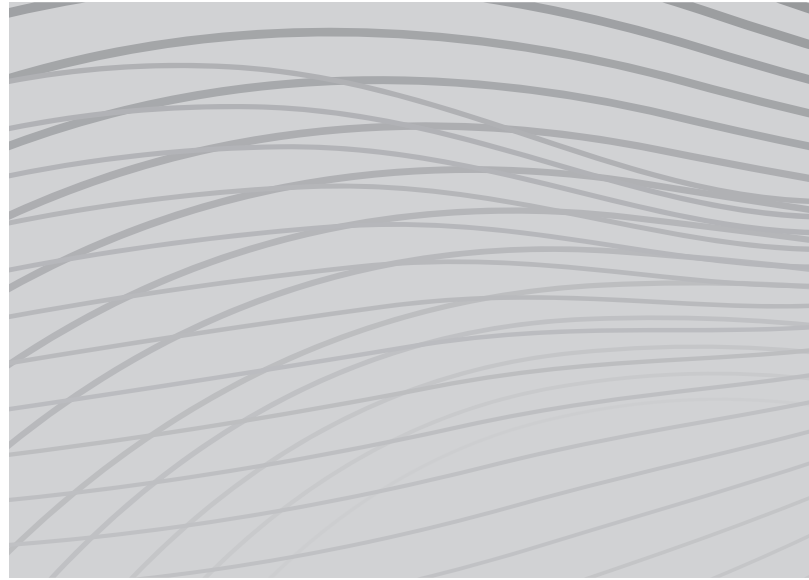
- **Strategy 1.1-A:**
Hold conversations with potential partners on best approaches and areas of potential collaboration
- **Strategy 1.1-B:**
Leverage BMBOR's existing relationships with home builders, lenders, and appraisers in addressing housing needs
- **Strategy 1.1-C:**
Create, organize, and lead a community coalition around the shared purpose of developing an approach to address housing needs



Goal 1.2:

Collaboratively develop, propose, and pursue innovative community-based solutions to improve access to housing in the Bismarck-Mandan community

- **Strategy 1.2-A:**
Working with community partners, and using all relevant and available data, conduct a comprehensive assessment to identify housing needs, challenges, and future trends
- **Strategy 1.2-B:**
Working with community partners, prioritize needs and develop practical and, where possible, innovative solutions
- **Strategy 1.2-C:**
Publicly propose solutions and, where necessary, advocate for policy changes to increase access to housing in the Bismarck-Mandan community





Strategic Priority 2: Professionalism & Engagement

Goal 2.1:

Develop professional standards that are exceptional, rather than ordinary, which will establish BMBOR as a national model for professionalism and ethics

- **Strategy 2.1-A:**
Create and promote a BMBOR Code of Conduct to guide professional behavior
- **Strategy 2.1-B:**
Provide specialized and relevant REALTOR® education

Our Aspiration:

BMBOR will engage our members through promoting professionalism and ethics along with providing opportunities for professional growth to ensure our industry is respected and trusted.



Goal 2.2:

Enhance leadership cultivation experiences to ensure BMBOR has a talent pipeline to continuously fill leadership positions within the association

- **Strategy 2.2-A:**

Create opportunities and provide specialized education that introduces REALTORS® to leadership roles within BMBOR

- **Strategy 2.2-B:**

Develop and implement a comprehensive leadership cultivation plan





Strategic Priority 3: Sustainability

Goal 3.1:

Our Aspiration:

BMBOR will responsibly manage its finances and be strategic in identifying new and responsible revenue opportunities in order to provide a strong and sustainable financial future for our association.

Ensure finances and resources effectively meets BMBOR's ongoing needs and future priorities

- **Strategy 3.1-A:**
Adjust annual dues in order to responsibly meet the costs of member services
- **Strategy 3.1-B:**
Identify new alternative funding sources



Goal 3.2:

Solidify BMBOR's financial position through best fiscal management practices

- **Strategy 3.2-A:**
Assess internal resource management processes and identify necessary improvements
- **Strategy 3.2-B:**
Develop guidelines to guide BMBOR's investment strategy and policies
- **Strategy 3.2-C:**
Develop a long-term resource management master plan







Strategic Plan Facilitated by
Jason Matthews, JM Strategies



Strategic Plan Designed by
Up & Running Design Company

