



2024-2025 Strategic Plan

The Bastrop County Board of REALTORS® serves our community through serving our members.



Advocacy

Enhance the effectiveness of the board's advocacy efforts through member education and greater impact in our community.

Strategic Goals:

- Enhance the identity of the board among local elected, civic and business.
- Develop a strategy for educating our members about the value of TREPAC and why the board is involved in advocacy and how it benefits our industry and our businesses.
- Coordinate and communicate with members who are engaged with local elected officials and attend meetings to enhance two-way communication and cohesive messaging.
- Create a process for identifying local issues and determining whether and how the board advocates on those issues.



Community Outreach

Be the real estate resource for promoting the REALTOR® brand and the value a Bastrop County REALTOR® brings to the community we serve.

Strategic Goals:

- Create an organizational structure that supports community initiatives to expand the REALTOR® presence locally, focusing on the brand, not the individual.
- Enhance consumer messaging through expanded use of promotional communication across diverse communication channels.
- Engage with other business entities or organizations for association involvement in partnered or collaborative community projects, programs or issues.
- Actively work to create relationships with local businesses to connect them with local REALTORS®.
- Continue to promote a unified front for all Bastrop County Board of REALTORS® members.
- Prioritize use of outside financial resources to broaden opportunities to engage in activities that benefit the community.



Member Engagement

Develop a more personalized relationship with all members to create a deeper connection and perception of value and creates an environment that builds a community of REALTORS®.

Strategic Goals:

- Focus on new members to communicate the value of the REALTOR® organization and foster a culture of engagement.
- Create a member value campaign to communicate to our members about the benefits of membership and why it's important to be active in the board.
- Create a culture of positivity and recognition to enhance engagement and spotlight members doing great things.
- Consider a long-term strategy for membership growth and a governance structure that supports the needs of members.
- Engage in direct outreach by board leadership at the brokerage level to create relationships and expand knowledge of the opportunities and value of engagement.



Professionalism & Education

Develop a culture of professionalism and high ethical standards among Bastrop County Board of REALTORS® members.

Strategic Goals:

- Deliver both virtual and in-person professional development course offerings for members.
- Be a resource to members on area events and developments to enhance their locally-focused expertise and geographic competency.
- Reinforce the value of education and professionalism to brokers.
- Reinforce the value of professional standards to promote collaboration among REALTORS® in our community.
- Promote the value of certifications/designation courses, internally to members and externally for consumer awareness.
- Focus on increasing the frequency and types of educational opportunities and the utilization of high-quality instructors and speakers.

We are committed to demonstrating diversity and fair housing across all strategic goals of the association.