

**GASTON ASSOCIATION OF REALTORS®
2024 -2026 STRATEGIC PLAN**

Advocacy

Consumer Outreach

Member Services

Develop a Local Political Coordinator (LPC) Program

Educate members

Support property rights and promote candidate forums

Increase RPAC Participation by 2% Annually

Utilize 100% of all locally allocated RPAC funds.

Gaston County's "Voice of Real Estate"

Consistently publish market updates

Highlight members and charitable organizations

Participate in REALTOR® Give Back events in the community

Host events that focus on Fair Housing

Superior Membership Value

Valuable Education

Leadership Development

Expand Social Media Footprint

Engage & encourage member involvement

Competitive Technology