



STRATEGIC PLAN

Strategic Framework & 2025
Strategic Plan



Date Created
10.8.2022

Date Updated
8.14.2024

Strategic Plan Contents.

03	Background
05	Strategic Framework
08	Association Operating Values
10	Value to Members
13	Leadership, Outreach & Influence
16	Member & Industry Engagement
19	SCR Organizational Development
21	Recap of Updated SCR Priorities

Background

Planning for a better future in real estate.



From left to right: 2024 Leadership Team - Immediate Past President Rob Woodul, President Elect Keon Aldrich, President Reah Smith, Treasurer Corwyn Melette, Secretary Julie Whitesell, CEO Nick Kremydas

During SCR's 2023 strategic plan meeting, the group focused on member involvement. The leadership team traveled an extensive 2,000 miles throughout the year meeting face to face with members to discuss their main concerns. They then used this valuable member feedback to formulate a revised strategic plan for the coming year. SCR broke records with its member engagement throughout 2023 with the Leadership Roadshow, but the momentum has increased

even more throughout 2024. With a major shift in industry practices due to the NAR lawsuit settlement, SCR has had to pivot in its planning and outreach, working diligently to ensure members were prepared for the biggest changes to real estate in more than forty years. Over the past six months, SCR leadership continued traveling the state and met with more than 16,000 REALTOR® members along the way, conducting broker and member meetings via zoom and in person. SCR's

leadership team and staff met with members an impressive 102 times from March 2024 until the changes were implemented in August. The feedback from our members during this time has been vital to our direction. Throughout these waves of change, SCR leadership, select members, and staff met again in May 2024 with Consultant Jim DeLizia to map out a plan of success for all members. This plan is a result of that meeting.

Member & Staff Involvement



In 2022, the SCR Leadership team along with SCR committee leaders and select SCR staff met multiple times online and in-person with consultant Jim DeLizia to formulate SCR's 2023 strategic plan. SCR staff began initiating the priorities in January 1, 2023. The group then returned in August of 2023 with a new group of members for more input on the existing three-year plan, and again in May 2024 with more new members and ideas. The following is the results of those meetings. Thank you to the following SCR Leadership, Members, and Staff who helped tailor the plan for the future.

2025 Leadership Team



KEON ALDRICH
2025 President



CORWYN MELETTE
2025 President Elect



JULIE WHITESELL
2025 Treasurer



STEVE TAYLOR
2025 Secretary Elect



REAH SMITH
Immediate Past President

Strategic Planning Group

Andy Walker	Elonda Sherman	Reah Smith	SCR Staff:	Lindsay Hutto
Candice McCuien	Jennifer Feliciano	Rebecca Greenway	Alan Leichtle	Louis Dettorre
Chris Bailey	Julie Whitesell	Rob Woodul	Austin Smallwood	Nick Kremydas
Christina Gonzalez	Keon Aldrich	Stephen Kohn	Byron King	Sharon Stone
Corwyn Melette	Michelle Gleed	Walter Roark	Chelsey Faircloth	Tiara Pitts

01.



Strategic Framework.

Mission. Vision. Goals.

SCR's mission, vision and goals were formulated with members and the future in mind.



SCR Mission

The mission of South Carolina REALTORS® is to equip members for success, and to be the champion for thriving communities, real property rights and attainable housing for all.

SCR Vision

South Carolina REALTORS® is the voice and resource for members and real estate consumers, raising the standard of ethics and professionalism in the practice of real estate.

SCR Long Term Goals

Value to members, leadership, outreach and influence, member and industry engagement, local association relations, and SCR organizational development are all long-term goals of the strategic plan.

Long-Term Goals



Value to SCR Members

To be the REALTOR'S® business partner, providing tools, data and professional development opportunities for success in a changing industry landscape.



Leadership, Outreach, and Influence

To wield the collective influence of the membership, the real estate industry and its partners to positively impact the quality of life for all South Carolinians.



Member and Industry Engagement

To engage the experience, expertise and perspective of all members and all segments of the industry as part of a diverse, dynamic professional community.



SCR Organizational Development

To provide resources and support to each local association as needed to consistently deliver high value and a quality member experience to REALTORS® throughout the State.



SCR Organizational Development

To operate an efficient, transparent, professional organization with the human and financial resources to fulfill the mission at a high level of excellence.

02.

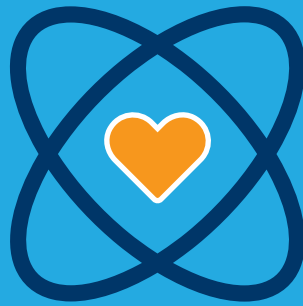
Association Operating Values



INTEGRITY



INCLUSIVITY



CORE VALUES



COMMUNITY



EXCELLENCE

03.

**Key Result
Area:**

Value to Members

Milestones & Deliverables



VALUE TO MEMBERS

★ Indicates Priority

ISSUE: PROFESSIONAL DEVELOPMENT OPPORTUNITIES

2025 MILESTONES

1. As a complement to local association and broker educational offerings, SCR offers expert education and professional development opportunities on timely legislative, regulatory and legal issues to increase the competence and professionalism of members.

2025 DELIVERABLES

1. Finish development of the role, benefits, and impact of SCR for new members for use by local associations
2. Expand Information and micro-learning opportunities in short formats (Reels, Instagram)
3. Adjust education to reflect the realities of the market and what's essential for members to successfully practice. Certify legal staff as instructors so that members can earn CE credits from sessions that provide them with the latest information and education. ★
4. Find ways to streamline or better coordinate the dissemination of information to members between NAR, State, and Local Associations. ★
5. Consolidate email updates to reduce redundancy and enhance the relevance and clarity of information shared with members.
6. Provide more specific and accessible legal resources and training to help members navigate changes and maintain compliance with the Code of Ethics, state law and other industry requirements.

ISSUE: BUSINESS INTELLIGENCE AND TOOLS

2025 MILESTONES

- 1. SCR has expanded member access to information and analysis as the most accurate source for real estate business and market data and trends.
- 2. SCR programs and events are accessible to more members via online delivery (YouTube, Zoom, etc.) and collaborative events around the State.

2025 DELIVERABLES

- 1. Conduct a member survey to determine the top ten most used applications and business services, and share results with members. Find the next ‘Forewarn’.

ISSUE: CLASS ACTION LAWSUITS

2025 MILESTONES

- 1. SCR is proactive and has prepared members to adjust their business practice based on the outcomes of the class action lawsuits.

2025 DELIVERABLES

- 1. Provide local associations with ongoing legal analysis and options to address the implications of class action lawsuits.
- 2. Continue to implement a strategy to navigate the evolution of the MLS:
 - a. Encourage collaboration and regionalization of MLSs around the State.
 - b. Facilitate dialogue with large MLSs / or regions of small MLSs to develop a strategy that best serves the members.
 - c. Research other areas of the country that have evolved their MLS system and bring in experts to share their experience.

04.

Key Result Area:

Leadership, Outreach
& Influence



Milestones & Deliverables

LEADERSHIP, OUTREACH &
INFLUENCE



ISSUE: ADVOCACY EFFECTIVENESS

2025 MILESTONES

1. SCR partners with local associations to provide GAD and Political Coordinator services in all areas within the State.
2. SCR has built relationships with traditional and non-traditional partners to address an expanding set of community issues.

2025 DELIVERABLES

1. Implement the pilot program to test the viability of expanding coverage of GAD and Political Coordinator services throughout the State.
2. Through social media and in other areas where members are active, raise awareness of the importance of grassroots advocacy and political action, and tell a compelling story of SCR legislative victories.


LEADERSHIP, OUTREACH & INFLUENCE CONT.

ISSUE: LICENSING AND PROFESSIONAL STANDARDS

2025 MILESTONES

1. Regulations are in place requiring more in-depth training in the practice of real estate prior to being fully licensed.
2. All brokers understand their supervisory duties and responsibilities.
3. All CE is updated every license cycle to reflect timely issues and needs.

2025 DELIVERABLES

1. Partner with LLR and REC to share publicly available licensee data with local association membership systems (AMS). 

ISSUE: PUBLIC RELATIONS/CONSUMER OUTREACH

2025 MILESTONES

1. SCR has a strategy in place for regular, effective communication with consumers regarding REALTOR® value and community impact, and SCR success in advocating for issues important to consumers.
2. Policy makers regularly seek the expertise and influence of REALTORS® as community leaders and forward-thinking change makers.

2025 DELIVERABLES

1. Make state communications content readily available to local associations to provide for consistent messaging across the State.
2. Implement proactive marketing strategies to improve public awareness and understanding and appreciation of the value of working with a REALTOR®. 

05.

Key Result Area:

Member & Industry
Engagement



Milestones & Deliverables

MEMBER & INDUSTRY ENGAGEMENT



ISSUE: MEMBER ENGAGEMENT

2025 MILESTONES

1. SCR is more visible and accessible to members, meeting them where they are around the State.
2. The member experience is more customized, with options to satisfy a member's individual preferences for engagement and access to information and education.

2025 DELIVERABLES

1. Develop orientation/training materials for new and existing members to raise understanding of the content available to them and their agents through SCR and to stress the unique value of the REALTOR® brand.
2. Create quarterly content for sales/training meetings
3. Improve the ease with which members can access information and education around specific needs, issues or questions (including possible use of AI) by adopting and implementing a modern AMS (Tangilla, GrowthZone, etc.).
4. Create local or regional events, both online and in-person, specifically focused on legal training and programming.
5. Implement better promotion of professional standards services (Code of Ethics enforcement) to ensure accountability in the industry. ★

ISSUE: INDUSTRY ENGAGEMENT

2025 MILESTONES

1. SCR policy, positions and messaging incorporate a broader industry view of the economy and community (including commercial and other industry sectors and partners).

2025 DELIVERABLES

1. Finalize state policies and position white papers on SCR's top legislative issues.

ISSUE: MEMBER INCLUSION AND SENSE OF BELONGING

2025 MILESTONES

1. All members of SCR, regardless of background, experience, speciality, ethnicity or perspective, feel a part of the Association community and respected for their unique voice.

2025 DELIVERABLES

1. SCR events will include speakers from diverse backgrounds, perspectives, and expertise and will encourage representation from underrepresented communities in real estate.

06.

Key Result Area:

SCR Organizational
Development

Milestones & Deliverables



SCR ORGANIZATIONAL DEVELOPMENT



ISSUE: LOCAL ASSOCIATION RELATIONS

2025 MILESTONES

1. SCR supports local associations with a suite of services in the areas of education, advocacy, legal and communications.

2025 DELIVERABLES

1. Monitor change in organized real estate, and prepare preliminary options for a sustainable REALTOR® association business model that can best serve the members and represent the industry into the future.

ISSUE: SCR GOVERNANCE

2025 MILESTONES

1. SCR has evaluated the effectiveness of governing bodies, including roles, qualifications, and training and orientation of individuals elected or appointed.

2025 DELIVERABLES

1. Create orientation resources for Board and Executive Committee members.
 - a. Host virtual training session in the Fall for incoming Board of Directors and SCR Committee members to replace traditional annual conference.
2. Create a year-end summary of SCR accomplishments and upcoming activities and action items.

RECAP of SCR Priorities for 2025



1. Licensing and Professional Standards

Partner with LLR and REC to share publicly available licensee data with local association membership systems (AMS).



4. Professional Development Opportunities

Find ways to streamline or better coordinate the dissemination of information to members between NAR, State, and Local Associations.



2. Professional Development Opportunities

Adjust education to reflect the realities of the market and what is essential for members to practice successfully. Certify staff/instructors so members can earn CE credits from sessions that provide them with the latest information /education.



5. Class Action Lawsuits

Continue to implement a strategy to navigate the evolution of the MLS.



3. Public Relations/Outreach

Implement proactive marketing strategies to improve public awareness and understanding and appreciation of the value of working with a REALTOR®.



6. Member & Industry Engagement

Implement better promotion of professional standards services (Code of Ethics enforcement) to ensure accountability in the industry.



SC REALTORS®

3780 Fernandina Rd.
Columbia, SC 29210

P. (803) 772-5206
E. information@screaltors.org
screaltors.org

