



**SOUTH CAROLINA REALTORS®**

# **Strategic Plan**

2026-2028

## **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.

## **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.

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## **Summary Strategic Priorities & Goals**

### **»» 1 - Value to Members**

- 1.1 - Deliver hyper-local real estate market data that empowers members and supports association advocacy.
- 1.2 - Increase member understanding and confidence in completing real estate forms and contracts.
- 1.3 - Modernize the forms development and approval process to be agile and responsive to member needs.
- 1.4 - Double SCR's social media engagement and subscribers across all major platforms by the end of 2026.
- 1.5 - Expand access to SCR information, tools, and services for all members, regardless of location.
- 1.6 - Explore and implement innovative tools and platforms that improve member efficiency and collaboration.

# **Summary Strategic Priorities & Goals, continued**

## **»»» 2 - Influence**

- 2.1 - Advance policies that protect the real estate industry, promote private property rights, and foster a favorable business environment for REALTORS®.
- 2.2 - Build a robust Federal Political Coordinator (FPC) program to strengthen SCR's influence at the national level.
- 2.3 - Strengthen SCR's public-facing influence through strategic communications and stakeholder outreach.
- 2.4 - Strengthen local advocacy capacity by equipping associations without Government Affairs staff to protect real estate interests in their communities.

## **»»» 3 - Member and Industry Engagement**

- 3.1 - Establish data-informed engagement by building a detailed member profile system that supports relevant communication and outreach.
- 3.2 - Celebrate member success and promote peer recognition across the state.
- 3.3 - Deliver personalized, high-value content and engagement opportunities to members at all career stages.
- 3.4 - Increase member engagement through consistent, practical business tips and REALTOR®-generated content.

## **»»» 4 - Local Association Relations**

- 4.1 - Strengthen relationships between SCR and local associations by increasing leadership presence and engagement at local events.
- 4.2 - Understand and respond to the unique needs of each local association to improve support and communication.
- 4.3 - Evaluate the feasibility, value, and implications of launching a statewide MLS through research and stakeholder engagement.
- 4.4 - Ensure statewide forms meet the diverse needs of all local associations to promote consistent usage and value.

## **»»» 5 - SCR Organizational Development**

- 5.1 - Evaluate and plan for SCR's long-term facility needs to ensure a strategic and financially sound presence in downtown Columbia.
- 5.2 - Increase the agility, efficiency, and responsiveness of SCR's governance structure.
- 5.3 - Optimize SCR's staffing structure and talent resources to support operational excellence and strategic plan execution.
- 5.4 - Build a dedicated education department to meet the professional development needs of South Carolina's REALTORS® while creating a sustainable revenue stream.