

# IT'S GOOD TO BE A CA REALTOR®

DECEMBER 2022

THIS MONTH, WE WANT TO MAKE  
SURE OUR MISSION IS CLEAR:

## C.A.R. INTRODUCES NEW STRATEGIC PLANNING FRAMEWORK

After a year-long process, extensive survey and research, and member input, C.A.R.'s Strategic Planning and Finance Committee (SPF) and Mission Statement Task Force have developed a C.A.R. Strategic Framework which defines the Association's Mission and Vision Statements as well as C.A.R.'s Long-Term Goals, Operating Values and Culture Statement. The SPF Committee also unveiled the Association's 2023-2025 Strategic Plan, which sets out the organization's four overarching strategic pillars. The Framework and Strategic Plan were approved by C.A.R.'s Executive Committee and by C.A.R.'s Board of Directors at the fall 2022 Business Meeting. Since C.A.R.'s founding in 1905, the Association's Mission Statement has been revised to reflect the shifting needs of organized real estate and California REALTORS®. This most recent change, once again, reflects the ever-changing landscape and the environment in which California REALTORS® operate.

### C.A.R. MISSION STATEMENT

Shape, promote and protect an environment for the entire real estate industry, one in which California REALTORS® can succeed in meeting the real property needs of consumers.

### C.A.R. VISION STATEMENT

C.A.R. drives innovation and opportunity in the real estate profession and market.

[READ THE FULL STRATEGIC PLANNING FRAMEWORK](#)