

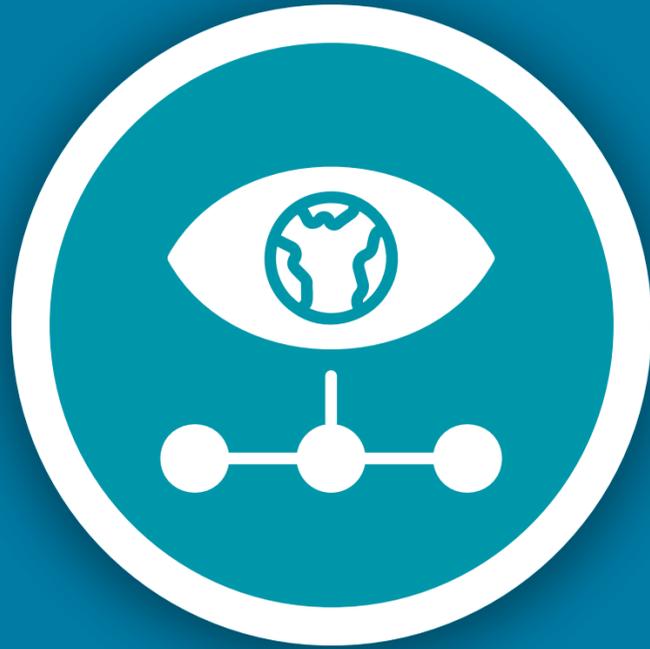


2023

CCAR MLS STRATEGIC PLAN

www.ccarssc.org





Vision

In the spirit of cooperation and fair competition, the Coastal Carolinas Multiple Listing Service (CCMLS) is the local broker marketplace connecting buyers and sellers of real estate through their respective brokers and agents.

Mission

Enhance the ability of REALTOR® members to serve their customers and clients.





Accuracy



Vitality



Excellence





Accuracy

Producing and delivering accurate, timely and unparalleled market data resources for our subscribers.

- Promote the value and role of data accuracy of the MLS to our members
- Explore information resources that increase MLS's competitive market advantage
- Promote CCMLS as the source for accurate information and sound transactions





Vitality

Building strategic partnerships to broaden our impact, expand data resource and add greater value to subscribers.

- Building strategic partnerships to broaden our impact, expand data resources and add greater value to subscribers
- Embrace MLS technology that allows CCAR and MLS subscribers to better connect with those they serve
- Promote unique tools and services of the MLS





Excellence

Embrace MLS innovation and grow the culture of excellence through continuous improvement

- Explore implementation of new MLS technology and tools
- Empower and promote broker and agent use of MLS data and tools
- Promote and maintain a culture of operational excellence



CCAR MLS CORE COMPETENCIES



Market Maker



Data Services



Accuracy and Integrity



Business Tools

