



Strategic Plan

2026 - 2028

Our Mission

The Coastal Carolinas Association of REALTORS® is the real estate resource for members and the community.

Our Vision

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

Strategic Priorities

1 **Broker Engagement**

Strengthen the partnership between CCAR and brokerage leaders by positioning the association as a trusted business ally, enhancing professionalism, and equipping Brokers in Charge with tools and resources that drive brokerage and agent success.

2 **Professional Development**

Elevate the professionalism of REALTORS® by providing tiered education, accountability systems, and tools that improve agent performance, consumer trust, and industry credibility.

3 **Compelling Messaging**

Position CCAR as a forward-thinking leader by leveraging technology, diversifying revenue streams, and cultivating a culture of experimentation and adaptability.