



OUTER BANKS
association of
REALTORS®

**2026 – 2028
STRATEGIC PLAN**

MISSION

The Outer Banks Association of REALTORS® is a business organization that provides exceptional services for their members and are the primary defenders of property rights in the communities they serve





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- **GOVERNANCE:** OBAR has a member-centric culture of shared purpose, and support that ensures consistent progress toward organizational goals
- **GOVERNMENT AFFAIRS:** OBAR is an active, informed and respected presence in public policy to protect and promote the interests of our members, the real estate industry, and private property rights
- **COMMUNITY OUTREACH:** OBAR highlights the positive impact REALTORS® make through public awareness campaigns, recognition of member contributions, and storytelling that showcases the Association's community leadership
- **PROFESSIONAL DEVELOPMENT:** OBAR provides high quality career development programming that fosters professionalism, proficiency, and ethical excellence to empower member success
- **COMMUNICATION:** OBAR is the trusted source that conveys accurate, reliable and timely information regarding Outer Banks real estate to our members, the public and local officials
- **MLS:** OBAR's business model maintains a reliable platform utilizing future focused technologies and exceptional productivity tools to position the MLS for growth

GOVERNANCE: OBAR has a member-centric culture of shared purpose, and support that ensures consistent progress toward organizational goals

- **STAFFING:** OBAR Builds and sustains a highly competent, motivated, and empowered team that supports the organization's mission and delivers exceptional member value.
- **FACILITY:** OBAR maintains a functional, and visually appealing facility that reflects the organization's professionalism while supporting long-term sustainability.
- **OPERATIONS:** OBAR utilizes efficient, innovative, and quantifiable systems that strengthen engagement, accountability, and overall performance.
- **FINANCE:** OBAR ensures financial strength through responsible, accountable, and data-driven processes that support sustainable growth and member confidence.
- **STRUCTURE:** OBAR operates within a fair, responsive, and inclusive governance structure that provides security, promotes forward thinking, and inspires participation.
- **BUSINESS GROWTH:** OBAR proactively explores and evaluates opportunities for growth that strengthen the organization's capacity, reach, and long-term impact.

GOVERNMENT AFFAIRS: OBAR is an active, informed and respected presence in public policy to protect and promote the interests of our members, the real estate industry, and private property rights

- **FUNDRAISING:** OBAR ensures that all advocacy efforts are directed toward supporting candidates, legislation, and initiatives that align with our mission to protect property rights and sustain a healthy real estate environment on the Outer Banks.
- **POLICY:** OBAR proactively identifies emerging issues and advocates for policy solutions that promote a sustainable and robust economic real estate industry across the Outer Banks region.
- **GRASSROOT MOBILIZATION:** OBAR fosters and nurtures relationships with elected and appointed officials by utilizing key political contacts with high level relationships to convey our public policy positions that strengthen private property rights and sustain the vitality of the Outer Banks real estate industry.
- **INFLUENCE, OUTREACH:** OBAR has a strong voice in governmental and regulatory matters that affect the Outer Banks real estate industry by having positive influence and a “seat at the table” in all relevant discussions, decisions, and initiatives that impact REALTORS®, property owners and our community.

COMMUNITY OUTREACH: OBAR highlights the positive impact REALTORS® make through public awareness campaigns, recognition of member contributions, and storytelling that showcases the Association's community leadership

- **PROGRAMS AND EVENTS:** Through charitable endeavors and philanthropic efforts, OBAR creates greater public awareness of the good works REALTORS® do for the communities they serve to enhance the quality of life on the Outer Banks.
- **CONSUMER MOBILIZATION:** The public partners with OBAR to strengthen private property rights and enhance the quality of life for Outer Bank communities.
- **INFLUENCE AND OUTREACH:** OBAR has a strong voice in community matters that affect the Outer Banks real estate environment by partnering with community and charitable groups in all relevant discussions, decisions, and initiatives that impact real estate in our communities.

PROFESSIONAL DEVELOPMENT: OBAR provides high quality career development programming that fosters professionalism, proficiency, and ethical excellence to empower member success

- **PROGRAMMING:** With a strong emphasis on the distinctive coastal market and unique geographical characteristics of the Outer Banks, OBAR curates a diverse range of dynamic, and timely career development opportunities that position members to sharpen their competitive edge and grow professionally.
- **TRAINERS:** OBAR partners with engaging subject matter experts to deliver timely, relevant and exceptional programming that helps members maintain and enhance their knowledge and skills sets.
- **TARGET AUDIENCES:** OBAR offers superior professional development opportunities for members in all business specialties through every stage of their real estate career
- **DELIVERY OPTIONS:** OBAR offers flexible and convenient learning opportunities through both in-person and online programs, designed to accommodate diverse schedules and learning preferences.
- **PROFESSIONAL STANDARDS:** OBAR commits to upholding the highest standards of professionalism by providing career development training that reinforces the REALTORS® Code Of Ethics

COMMUNICATION: OBAR is the trusted source that conveys accurate, reliable and timely information regarding Outer Banks real estate to our members, the public and local officials

- **MEMBER COMMUNICATIONS:** At all levels, members recognize OBAR as the trusted source for relevant and reliable real estate information.
- **PUBLIC RELATIONS:** At all levels, the public recognizes OBAR as the trusted source for reliable real estate information and recognizes OBAR's advocacy for real estate property rights and quality of life issues affecting our communities.
- **DELIVERY METHODS:** OBAR engages with membership and the public via our website, press releases, podcasts and social media.
- **MESSAGING AND BRANDING:** OBAR collaborates with members, community partners and local organizations to proudly promote the REALTOR® brand.
- **TALENT DATABASE:** OBAR regularly encourages members to share their core strengths to be utilized in committees and other volunteer opportunities.

MLS: OBAR's business model maintains a reliable platform utilizing future focused technologies and exceptional productivity tools to position the MLS for growth

- **PLATFORM:** – OBAR ensures the MLS provides accurate, reliable data and is responsive to the business needs of all members.
- **TECHNOLOGY:** The OBAR MLS uses current technology and tools that improve efficiency, accuracy, and ease of use for all members.
- **BUSINESS MODEL:** OBAR's business model is sustainable and proactively anticipates the needs of members.
- **PRODUCTIVITY TOOLS:** OBAR provides members access to exceptional tools and resources that support their day-to-day business needs.
- **BUSINESS GROWTH:** OBAR remains open to business growth opportunities to ensure the MLS remains relevant and responsive to member expectations.