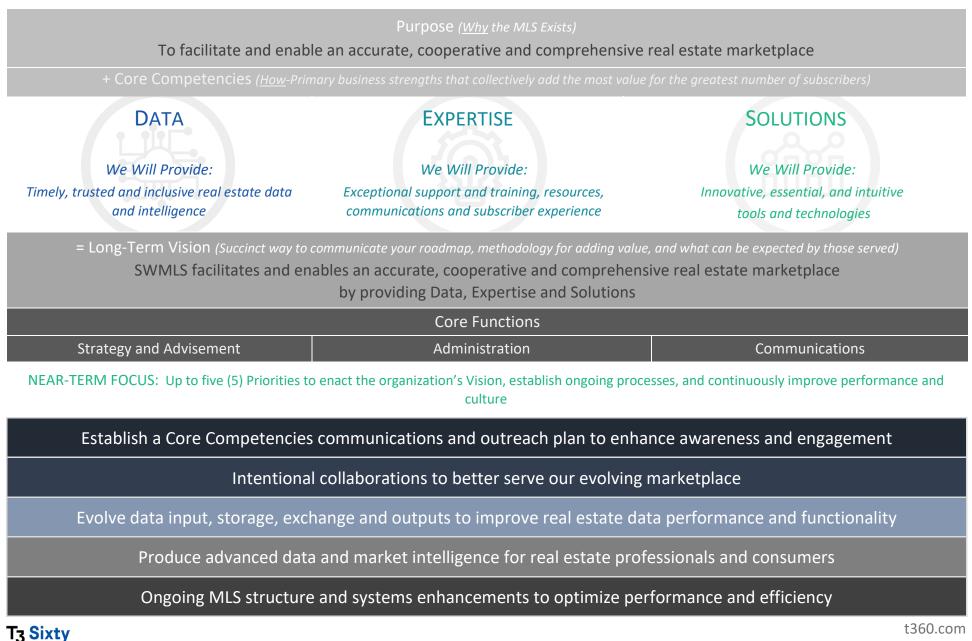
LONG-TERM VISION: A succinct statement that combines a Purpose or why the MLS exists paired with three Core Competencies or primary business strengths



2023-2024 STRATEGIC PLAN



COMMUNICATION	COLLABORATION	OUR STRATEGIC FOCUS PERFORMANCE	INTELLIGENCE	OPTIMIZATION
Establish a Core Competencies communications and outreach plan to enhance awareness and engagement	Intentional collaboration to better serve our evolving marketplace	Evolve data input, storage, exchange, and outputs to improve real estate data performance and functionality	Produce advanced data and market intelligence for real estate professionals and consumers	Ongoing MLS structure and systems enhancements to optimize performance and efficiency
		YOUR BENEFITS		
 Able to understand the MLS's primary focus, strengths, and value Relevant communications in your preferred format Valued information, tools, and services are easy to find 	 Access to more business and market opportunities Greater access to business tools increases transactional efficiencies Industry best practices and technology are accessible to 	 More accurate, reliable, and secure data is available Aggregated data is delivered that you can use to power your brokerage or business Better able to educate your clients on market conditions 	 Data provided in interesting and interactive formats Aggregated data is delivered to power your business and own technologies Additional revenue streams to keep costs low and support 	 Greater ability for the MLS to quickly adapt to industry trends and your needs A streamlined, smoother, and consistent user experience The MLS is better prepared to respond to your input
 More readily understand the differences between the MLS and association Better able to participate and provide feedback 	 technology are accessible to better serve your needs The MLS is better positioned to participate in key national initiatives and have long-term success as a local MLS 	 Third party business efficiency tools connect easily to the MLSs data feeds Increased and higher quality lead generation 	 advanced tools Empowered with advanced market intelligence Able to more quickly recognize and adapt to market conditions and shifts 	 MLS acts more like a busines to exceed your evolving needs Greater value in return for your subscription fees

OUR BUSINESS STRENGTHS AND COMMITMENTS TO YOU

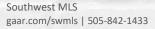
DATA

EXPERTISE

SOLUTIONS

WE WILL PROVIDE: Timely, trusted, and inclusive real estate data and intelligence WE WILL PROVIDE: Exceptional support and training, resources, communications, and subscriber experience

WE WILL PROVIDE: Exceptional support and training, resources, communications, and customer experience



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