

## 2023-24 Strategic Plan (LONG-TERM VISION + NEAR-TERM FOCUS)

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

Purpose (*Why the MLS Exists*)

To facilitate and enable an accurate, cooperative and comprehensive real estate marketplace

+ Core Competencies (*How-Primary business strengths that collectively add the most value for the greatest number of subscribers*)

### DATA

*We Will Provide:*

*Timely, trusted and inclusive real estate data and intelligence*

### EXPERTISE

*We Will Provide:*

*Exceptional support and training, resources, communications and subscriber experience*

### SOLUTIONS

*We Will Provide:*

*Innovative, essential, and intuitive tools and technologies*

= Long-Term Vision (*Succinct way to communicate your roadmap, methodology for adding value, and what can be expected by those served*)

SWMLS facilitates and enables an accurate, cooperative and comprehensive real estate marketplace by providing Data, Expertise and Solutions

### Core Functions

Strategy and Advisement

Administration

Communications

NEAR-TERM FOCUS: Up to five (5) Priorities to enact the organization's Vision, establish ongoing processes, and continuously improve performance and culture

Establish a Core Competencies communications and outreach plan to enhance awareness and engagement

Intentional collaborations 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

Southwest MLS facilitates and enables an accurate, cooperative, and comprehensive real estate marketplace by providing Data, Expertise, And Solutions

OUR STRATEGIC FOCUS				
COMMUNICATION	COLLABORATION	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				
<ul style="list-style-type: none"> <li>• Able to understand the MLS’s primary focus, strengths, and value</li> <li>• Relevant communications in your preferred format</li> <li>• Valued information, tools, and services are easy to find</li> <li>• More readily understand the differences between the MLS and association</li> <li>• Better able to participate and provide feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Access to more business and market opportunities</li> <li>• Greater access to business tools increases transactional efficiencies</li> <li>• Industry best practices and technology are accessible to better serve your needs</li> <li>• The MLS is better positioned to participate in key national initiatives and have long-term success as a local MLS</li> </ul>	<ul style="list-style-type: none"> <li>• More accurate, reliable, and secure data is available</li> <li>• Aggregated data is delivered that you can use to power your brokerage or business</li> <li>• Better able to educate your clients on market conditions</li> <li>• Third party business efficiency tools connect easily to the MLSs data feeds</li> <li>• Increased and higher quality lead generation</li> </ul>	<ul style="list-style-type: none"> <li>• Data provided in interesting and interactive formats</li> <li>• Aggregated data is delivered to power your business and own technologies</li> <li>• Additional revenue streams to keep costs low and support advanced tools</li> <li>• Empowered with advanced market intelligence</li> <li>• Able to more quickly recognize and adapt to market conditions and shifts</li> </ul>	<ul style="list-style-type: none"> <li>• Greater ability for the MLS to quickly adapt to industry trends and your needs</li> <li>• A streamlined, smoother, and consistent user experience</li> <li>• The MLS is better prepared to respond to your input</li> <li>• MLS acts more like a business to exceed your evolving needs</li> <li>• Greater value in return for your subscription fees</li> </ul>

OUR BUSINESS STRENGTHS AND COMMITMENTS TO YOU		
<h2>DATA</h2> <p><i>WE WILL PROVIDE: Timely, trusted, and inclusive real estate data and intelligence</i></p>	<h2>EXPERTISE</h2> <p><i>WE WILL PROVIDE: Exceptional support and training, resources, communications, and subscriber experience</i></p>	<h2>SOLUTIONS</h2> <p><i>WE WILL PROVIDE: Exceptional support and training, resources, communications, and customer experience</i></p>