

2025-2027 NICAR Strategic Plan

Mission Statement

To promote the interests and education of its members in the practice of commercial real estate.

Vision Statement

To increase economic opportunities and facilitate communication through NICAR's Core Tenets: networking, education, advocacy, best practices, and leadership.

Networking

- Continue to host Quarterly lunch meetings.
 - Expand Member networking opportunities through programming including but not limited to broker site tours and happy hours.
 - Offer "Bring a Friend" incentives for networking events.
 - Host breakfasts (coffee and donuts) to attract new members and reaffirm value to existing members.
 - Create more collaborative events with local Realtor® associations, Institute Affiliates, industry partners, and other local commercial organizations to generate consistent engagement.
-

Education

- Develop educational initiatives featuring industry leaders and experts.
 - Promote best practices in commercial real estate through workshops and training sessions.
 - Expand outreach to local educational institutions to cultivate future industry professionals.
 - Offer commercial-based CE opportunities for members.
-

Advocacy

- Strengthen political advocacy efforts by engaging with local mayors and other municipal contacts via NICAR's website.
 - Collaborate with economic developers appointed in individual municipalities and integrate them into NICAR's communications.
-

Best Practices

- Provide incentives for bringing new members into NICAR.
 - Establish a structured process for post-event surveys and feedback.
 - Personalized outreach from Board members to increase engagement.
 - Keep an updated email list and maintain regular contact with new attendees.
 - Introduce more flexible payment options, including quarterly payments through MRED.
 - Expand our forms database to provide better tools for member best practices.
-

Leadership

- Establish NICAR as an information resource for commercial brokerage information from Illinois Realtors® and the National Association of Realtors®.
- Provide legislative analysis of current policies affecting commercial issues.
- Strengthen NICAR's Governmental Affairs Director (GAD) and Realtor® Political Action Committee (RPAC) efforts.
- Identify commercial members who are active with IR and NAR but not yet NICAR members; engage them through interactions at industry events.
- Expand affiliate membership by reaching out to commercial service industries, including but not limited to developers, contractors, title companies, appraisers, surveyors, lenders, educational institutions, property managers and owners, architects, law firms, economic development professionals, and Chambers of Commerce.
- Sponsor events and collaborate in industry-related events.

- Develop speaking opportunities for business, governmental, and civic leaders within service areas.
 - Establish a NICAR speaker panel.
 - Build relationships with Institute Affiliates.
-

Annual Association Analysis

- Assess membership accessibility and recruitment strategies.
 - Review incentives for attracting new members.
 - Evaluate sponsorship levels and analyze sponsor engagement.
 - Conduct regular assessments of NICAR’s role within the industry, including marketing, technology, and education initiatives.
-

Industry Partnerships

- Strengthen collaborations with industry partners.
 - Work closely with local “residential” real estate associations.
 - Expand NICAR’s geographic footprint through partnerships with other Realtor® associations.
-

Member Communications

- Expand social media outreach with regular updates.
 - Feature member accomplishments on NICAR’s website and social media platforms.
 - Enhance the website with an events calendar listing networking opportunities and educational sessions.
 - Improve email outreach by enabling members to share listings, needs, and wants with fellow members.
-

Service Area Expansion

- Research the expansion of service practice areas by adding the following counties: Stephenson, Jo Daviess, Carroll, Lee, Whiteside, LaSalle, Bureau, Henry, Putnam, and Rock Island.
-

By aligning NICAR's strategic plan with our core tenets, we ensure sustained growth, member engagement, and continue our role as an integral component of the commercial real estate industry.