

2019

NEW  
YEAR,  
NEW  
US!

JOIN US IN  
CELEBRATING A  
NEW BEGINNING  
AT NATC.



**2019-2021**  
**Strategic Plan**  
*Draft as of 1/9/2019*



**NATC**  
NATIONAL ASSOCIATION OF  
TRANSACTION COORDINATORS

# OUR WHY

We believe people thrive in an environment where opportunities and flexibility meet.

## OUR HOW

NATC will be the premier community to access unparalleled resources and networks that help real estate transaction professionals thrive.

# OUR WHAT

## **NATC will provide products and services to members who:**

- Expect to grow their business and expertise
- Need innovative business solutions which help deliver on, and exceed, client expectations
- Want to establish and enhance meaningful connections, relationships, and networks with other top professionals and influencers

# NATC MISSION

(DEFINES OUR PRIMARY  
CUSTOMERS AND THE  
PRODUCTS AND SERVICES  
WE PROVIDE)

To inspire real estate transaction support professionals to reach their goals through education, community, and resources.

# NATC VISION

(DESCRIBES WHAT NATC  
WOULD LIKE TO ACHIEVE  
OR ACCOMPLISH IN THE  
MID-TERM OR LONG-  
TERM FUTURE)

**Our association will set the  
standard for real estate  
transaction support excellence.**

# NATC STRATEGIC GOALS



To Elevate the Real Estate  
Transaction Support  
Profession



To Serve as An Essential  
Resource for Real Estate  
Support Professionals



To Foster a Supportive and  
Collaborative Community  
for Real Estate Support  
Professionals

# GOAL 1. ELEVATE THE REAL ESTATE TRANSACTION SUPPORT PROFESSION



Be the defining professional standard bearer for the industry



Serve as member advocates to the industry



Be revered as the authority on real estate transaction management by stakeholders



## GOAL 2. SERVE AS AN ESSENTIAL RESOURCE FOR MEMBERS



Elevate the quality and level of our education for professional development



Provide a content repository for members



Increase NATC-branded content and curate industry tools and resources for members

# GOAL 3. FOSTER A SUPPORTIVE AND COLLABORATIVE COMMUNITY



Strengthen member-to-member relations



Expand member-to-member resources and networking opportunities

# GETTING IT DONE



NEW BOARD



NEW  
COMMITTEES



NEW STAFF



MEMBER ENGAGEMENT