

2021-2023 Strategic Plan

The trusted voice and leading resource for real estate by focusing on
Advocacy, Professionalism, and Connections



ENGAGEMENT



HOMEOWNERSHIP



INCLUSION



EXCELLENCE

OUR PRIORITIES

Identify member personas to enhance member experiences and encourage engagement

Develop solutions that encourage homeownership and community investment
#HomeForAll

Collaborate as an ally to advocate for diversity, equity, and inclusion in real estate

Improve member professionalism through a plan focused on professional standards, education, and REALTOR® excellence

YOUR BENEFITS

- Customized and Focused Communications
- Direct Access to Services and Opportunities You Value
- Increased Awareness of Your Association's Purpose and Focus
- Swift Action When You Seek Support and Services

- Strong Communities and Economies Drive More Housing
- More Clients are Able to Buy/Sell Properties
- An Increase in the Perceived Public Value for each REALTOR®
- Your Business Interests are Represented & Protected

- Access to New and Valuable Educational Opportunities
- Better Able to Represent a Diverse and Broader Client Base
- Greater Understanding of Legal and Ethical Obligations
- A More Open and Welcoming Association Environment For All

- Less Frustrating Transactions for You and Your Clients
- An Increased Level of Expectation for Professional Courtesy
- Greater Differentiation Between REALTORS® and Licensees
- Greater Variety and More Relevant Educational Offerings

THE FOUNDATION

ADVOCACY

WE WILL: Advocate for homeownership, real estate opportunities, property rights, and robust communities

PROFESSIONALISM

WE WILL: Provide professional guidance and effective education focused on ethics, knowledge, and industry excellence

CONNECTIONS

WE WILL: Foster relationships that ensure success through inclusion, engagement, relevance, and vitality