



Mission: Empowering REALTORS® for success and advocating for Private Property Rights

Strategic Goal #1

Advocacy

Build a reputation within the community as a champion for homeownership and private property rights.

Strategies

1. Housing: Bring awareness within our communities and participate in initiatives that promote fair housing, private property rights, and other related issues.
2. Engagement: Educate and empower members to engage, support, promote, and become REALTOR® Champions.
3. RPAC: Achieve fundraising goals through member education, investor recognition, and increased overall participation.
4. Collaboration: Build relationships with the public, private organizations, and government representatives to increase our impact.

Strategic Goal #2

Community

Improve the quality of life within our community through REALTOR® involvement and partnerships.

Strategies

1. Outreach: Increase the public's awareness of the REALTOR® brand, impact of the real estate industry, and initiatives of the Association.
2. Service: Promote REALTOR® participation in charitable initiatives to benefit the community.
3. REALTOR® Brand: Promote the knowledge and professionalism of REALTOR® members and the advantages of using a REALTOR®.

Strategic Goal #3

Diversity

Advance diversity, equity, and inclusion through intentional action, increased accountability, and greater visibility.

Strategies

1. Representation: Cultivate a diverse organization that reflects and respects the varied backgrounds of our membership and the communities we serve.
2. Belonging: Foster a culture where all members feel valued, respected, and included.
3. Visibility: Highlight the diversity of our members by showcasing their contributions and leadership within the association and the community.
4. Awareness Increase: Increase understanding of issues within the organization and community that can hinder diversity and equitable treatment.

Strategic Goal #4

Leadership

Cultivate strong leadership and resources to influence our industry and community.

Strategies

1. Leadership Development: Identify and cultivate leaders to excel within the organization and empower them to move into state, national, and community leadership positions in the future.
2. Organizational Excellence: Collaborate with staff to cultivate a culture of continuous improvement, member-centricity, and innovation, driven by data-informed decision making.
3. Stewardship: Ensure responsible management of resources and ethical practices to secure the long-term well-being of the organization.
4. Growth: Expand the membership base by enhancing member value through innovative programs, services, and advocacy, while adapting to market trends and member needs.
5. Communication: Employ transparent, inclusive, and timely communication practices to engage members, stakeholders, and the public.

Strategic Goal #5

Professionalism

Promote a culture of excellence and accountability among members.

Strategies

1. Education: Maximize professional resources to deliver quality education and provide tools to elevate the skills of members.
2. Professional Standing: Increase access to certifications and designations to distinguish REALTOR® members as industry experts.
3. Professional Standards: Provide ongoing education and accountability related to the REALTOR® Code of Ethics and proper use of the REALTOR® trademark.