

Strategic Plan

2026-2028

IMPACT

ELEVATE

SUPPORT

MISSION STATEMENT

Empowering REALTORS
through impact, education,
and support while building our
community through housing
and property rights.

Advocate for the interests of REALTORS to government and community.

- **Public Policy**
Engaging members in advocacy and public policy that protect private property rights and housing opportunities
- **RPAC**
(REALTORS Political Action Committee) Unifying the REALTOR voice by investing in candidates and initiatives that champion homeownership, industry professionals, and a strong real estate market.
- **Community Relations**
Elevating public awareness of REALTORS contributions through volunteerism, philanthropy, and community leadership, demonstrating the positive impact our profession has beyond real estate transactions.

Enhance REALTORS through educational opportunities and upholding professional standards.

- **Professionalism**
Upholding integrity and industry standards by consistently reinforcing ethics through training and accountability.
- **Education**
Expanding access to technology, tools, and educational opportunities to elevate member expertise to establish REALTORS as local experts and professionals of choice.
- **Innovation**
Adapting services, programs, and resources to proactively respond to the evolving needs of brokers, members, and affiliates.
- **Leadership**
Fostering leadership and professional development by creating pathways for members to grow in the community and as industry leaders.

Provide REALTORS the tools, data, and resources essential for their success.

- **MLS**
Providing and educating members on the best use of MLS technology and market data to enhance their business.
- **Benefits and Services**
Amplifying member awareness of local, state, and national benefits and services that further their success.
- **Connections**
Promoting and facilitating a collaborative environment that connects and welcomes all members.

Committees: Aligned to with Goals (TBD)

- Legislative
- Community Outreach
- YPN

- Education
- YPN

- MLS
- Member Services
- Forms & Bylaws
- YPN

Lead: Position the Association to represent excellence and to advance the mission.

Leadership: Identify and develop the volunteer leaders to serve on board and committees.

Financial Sustainability: Serve as excellent stewards of the finances and diversity of income.

Professional Staff: Ensure staffing capacity, providing autonomy and professional development.