



## PURPOSE

*Empower members for success and enhance communities*

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## VALUE STATEMENT

*Empowering members for success and enhancing communities via  
Advocacy, Professionalism & Education, Legal Resources,  
and Community*

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## CORE SERVICES

*Advocacy*



*Professionalism  
& Education*



*Legal  
Resources*



*Community*



## GUIDING PRINCIPLES

*Promote and protect the REALTOR® brand*

*Advocate for private property rights and preservation of free enterprise*

*Elevate professionalism through education and the Code of Ethics*

*Identify and develop future leaders*

*Provide tools to facilitate productivity and business growth*

*Be accountable and transparent to our members*

*Deliver support through our affiliated charitable foundations*

*Driven by strategy and Core Services*

*Provide meaningful opportunities for connections*

## IDEAL OUTCOMES

*The public values, respects and uses REALTORS®*

*Members find value in and respect the REALTOR® Brand*

*Members conduct business in an ethical professional manner*

*Public policy and regulations are favorable for private property and free enterprise*

*Communities are improved through involvement and investment*

*Members are informed and knowledgeable about real estate issues and trends*

*Members are more engaged with a mutual sense of purpose and cooperation*

*Leaders are fostered, developed and established*

*Local Associations are supported and offer great value*

## STRATEGIC FOCUS AREAS

*Establish a comprehensive strategy to identify, develop, and deliver Professionalism and Education*

*Assess the Association's governance structure to foster innovation, efficiency, nimbleness, and participation*

*Review, enhance, and prioritize Advocacy Strategies to increase awareness, engagement, and relevance with members and consumers*

*Collaborate with local associations to offer resources that enhance communities and promote the REALTOR® brand*

*Develop a Comprehensive Communications Strategy to Increase Member Awareness, Engagement, and Value*