



**VISION 2025:**

# GAR Strategic Plan



## **ADVOCACY**

*Maintain the position of being Georgia's premier advocate for private property rights, free enterprise, and the real estate community.*

### **[A] ECONOMIC**

Pursue sound economic policy so that Georgia's communities continue to grow and thrive.

### **[B] ENGAGEMENT**

Educate members to engage, support, promote, and become REALTOR® Champions.

### **[C] HOUSING**

Lead public policy initiatives that positively impact Georgia's housing needs.

### **[D] INFLUENCE AND IMPACT**

Empower local Boards and leaders to leverage state resources to the benefit of their members, communities, and government relations.



## **COMMUNITIES**

*Enhancing communities through real estate, support, services, and inclusion.*

### **[A] BRANDING**

Ensure that members know the value of the REALTOR® brand, benefits, and how they enhance their business.

### **[B] CONSUMER AWARENESS**

Promote the knowledge, professionalism, and advantages of using a REALTOR® in transactions.

### **[C] INCLUSION**

Identify ways to promote IDEA — Inclusion, Diversity, Equity and Action — within the membership and communities.

### **[D] OUTREACH**

Promote the role and preparedness of the association and REALTORS® in responding to disaster relief. Recognize members' commitment to and service in their communities.



## **PROFESSIONALISM AND EDUCATION**

*Challenge and inspire our members to achieve success through learning opportunities that enhance professionalism, integrity, and ethics.*

### **[A] ENGAGEMENT**

Prioritize inclusion and be proactive in outreach efforts providing educational opportunities.

### **[B] INNOVATION**

Be the thought leaders to identify, respond, and educate members on breakthroughs and paradigm changes within the real estate industry.

### **[C] INSTRUCTORS**

Maintain the protocols essential to sustain the highest levels of available educational instructors.

### **[D] PROFESSIONAL STANDING**

Increase access to designations and certifications to help REALTORS® stand apart.



## **LEGAL RESOURCES AND MEMBER BENEFITS**

*Through education and awareness, reduce risks in real estate processes and the association structure.*

### **[A] FORMS**

Develop and provide forms to address current market trends that protect real estate licensees.

### **[B] GOVERNANCE**

Protect the Association by ensuring that REALTOR® volunteers understand their fiduciary responsibilities.

### **[C] PROFESSIONAL STANDARDS**

Educate REALTORS® and elevate the REALTOR® brand through the Code of Ethics.

### **[D] RISK MANAGEMENT**

Monitor real estate trends and processes to identify and mitigate potential liabilities.

## **Mission Statement**

*Empowering our members for success and enhancing the quality of life in our communities.*