

# GAR STRATEGIC PLAN



## ADVOCACY

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

- **Economic** – Pursue sound land use and commercial policy so that Georgia's communities continue to grow and thrive
- **Engagement** – Educate members to engage, support, promote, and become REALTOR® Champions
- **Housing** – Lead public initiatives that positively impact Georgia's housing needs
- **Influence and Impact** – Empower local boards and leaders to leverage available resources to the benefit of their members, communities, and government relations

## COMMUNITY

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

- **Branding** – Ensure that members know the value of the REALTOR® brand, benefits, and how they enhance their business
- **Consumer Awareness** – promote the knowledge, professionalism, and advantages of using a REALTOR® in transactions
- **Inclusion** – Identify ways to promote IDEA - inclusion, Diversity, Equity and Action - within the membership and communities
- **Outreach** – Promote the role of the association and REALTORS® while recognizing members' commitment and service in our communities

## PROFESSIONALISM & EDUCATION

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

- **Engagement** – Provide inclusive and proactive educational opportunities
- **Innovation** – Be the thought leaders to identify, respond, and educate members on breakthroughs and paradigm changes within the real estate industry
- **Instructors** – Maintain the protocols essential to sustain the highest levels of available educational instructors
- **Professional Excellence** – Increase access to designations and certifications to help REALTORS® stand apart

## LEGAL RESOURCES & BENEFITS

*Equip our members and associations with the tools to reduce risk and support their businesses*

- **Forms** – Develop and provide forms to address current market trends that protect real estate licensees
- **Governance** – Protect the Association by ensuring that REALTOR® volunteers understand their fiduciary responsibilities
- **Professional Standards** – Communicate and elevate the REALTOR® brand through the Code of Ethics
- **Risk Management** – Provide resources to help identify and reduce potential liabilities and navigate challenges

## ASSOCIATION SUSTAINABILITY & MEMBER BENEFITS

*Strengthening leadership and enhancing the member experience to ensure a vibrant future for the Association*

- **Member Advantage** – Understand member needs and deliver consistent services and resources designed to support and grow members' businesses
- **Leadership Development** – Identify, mentor, and empower future leaders
- **Local Association Support** – Cultivate and build long-term sustainable partnerships and offer training for local associations in sound governance, financial health, and community relevance.

## Mission Statement:

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