



2026 - 2028 STRATEGIC PLAN

As a member-driven organization, GAAR empowers real estate professionals through a collaborative culture, uniting us to elevate our professionalism, amplifying our collective voice, and strengthening our success through Organizational Excellence, Professional Development, Community Impact and Involvement, and Advocacy.

OUR 5 STRATEGIC GOALS



VALUE

Prioritize Membership Value & Engagement

Enrich the member experience through flexible engagement opportunities, strategic communication and expanded local involvement that highlight the tangible return on membership investment. Enhance efficiency and service by leveraging modern platforms to deliver data-driven insights that modernize operations, amplify member value and promote retention.



COMMUNITY

Enrich Community & Growth Opportunities

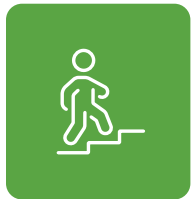
Strengthen our community by demonstrating real estate's role in creating opportunity and prosperity. Explore collaborative and innovative partnerships to share GAAR's services and support that amplify member value and reinforce GAAR's role as a statewide leader in real estate excellence. Cultivate sustainable business growth that enhances GAAR's impact and capacity to serve real estate professionals.



RESOURCE

Amplify REALTOR® Leadership in Shaping Housing Policy

Strengthen advocacy influence through an empowered Government Affairs structure with clear definitions, processes and tasks that expand grassroots member involvement and effective communication of REALTOR®-led housing and property rights outcomes. Position GAAR as a trusted, proactive resource for policymakers. Embolden members in influencing housing policy through collaboration, engagement, RPAC, and a unified voice.



GROWTH

Expand Education for Professional Growth

Expand and diversify education opportunities and multi-format delivery, using modern technology. Increase access to high-value learning that accelerates member proficiency, enhances business success, raises industry standards and strengthens statewide collaboration.

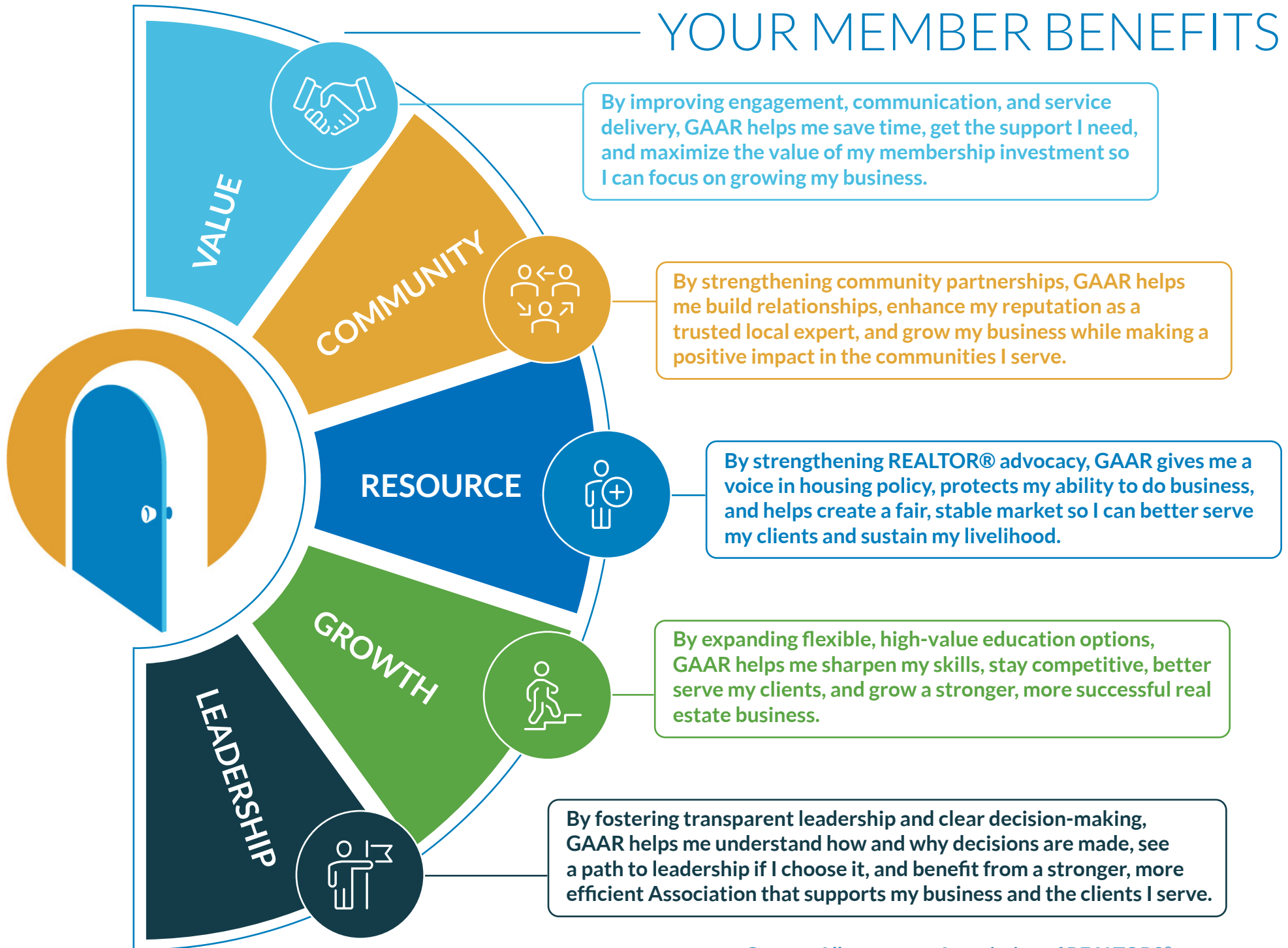


LEADERSHIP

Leadership Focus & Clarity

Advance a transparent and trusted leadership culture by increasing visibility into decision-making. Nurture an inclusive, sustainable leadership pathway grounded in efficiency, mentorship, education and a growth mindset. Empower members to see themselves as integral to the collective Association's success, vision and direction.

YOUR MEMBER BENEFITS



OUR COMMITMENTS & PRIMARY FOCUS

4 key focus areas driving your success, strengthening your voice, and supporting the market you rely on every day

Organizational Excellence

Professional Development

Community Impact & Involvement

Advocacy

Organizational Excellence

We deliver attentive and knowledgeable member services and valuable business resources that reinforce GAAR as your partner. We earn member trust through transparent, proactive leadership, strong financial stewardship and professional facilities.

By the end of 2026, increase the Overall Association Performance Rating on the Annual Membership Survey from 3.35 (Superior) to above 3.5 (Exceptional), and achieve year-over-year improvement thereafter

Increase Membership Value 10% year over year

Analyze existing efforts and look to implement new systems to improve Customer Service for GAAR & SWMLS

Explore strategic growth opportunities to extend GAAR's reach and impact within the region

Maintain GAAR as an industry leader for technology

By 2028, clearly define and communicate GAAR's jurisdiction as a 35-mile radius from the Bernalillo County Courthouse plus all of Valencia County, excluding Santa Fe County, correcting member misconceptions about a five-county footprint

Implement annual membership performance survey

Grow GAAR Event Center's rental revenue to support ongoing operational and financing obligations

Improve efficiency of BOD meetings by reducing meeting times from 3 hours to 2.5 hours by 2027

Evaluate Board composition to identify gaps in expertise and representation across key member segments and areas of improvement

COMMITTEES

- ABCD will enhance and centralize bilingual and consumer facing website resources, including Fair Housing, first time homebuyer tools, and pathways to becoming a REALTOR®, improving accessibility and member support.
- ABCD will develop and implement a clear, consistent procedure for creating and maintaining accurate Spanish translation guides for NMAR for the entire state's broker communications and resources.
- ABCD will actively encourage and support a diverse group of members from the full membership to run for the Board of Directors, strengthening governance and ensuring leadership reflects the communities we serve.
- GAP will share GAAR news, updates, and resources through outreach at brokerage meetings and partner organizations, completing 24 presentations annually to increase member awareness, engagement, and confidence.

OUR COMMITMENTS & PRIMARY FOCUS

Professional Development

We drive professional excellence through valuable education, innovative technology and high professional standards guided by the REALTOR® Code of Ethics and Fair Housing principles. This commitment builds proficiency, consumer trust and prosperity, setting the standard for real estate professionalism.

By end of 2026, launch one on-demand CE course that generates at least 150 enrollments and maintains an average satisfaction score of 4.5 out of 5

Expand use of Ombuds and Mediation to resolve disputes early and minimize risk, complaints, and escalation

Evaluate use of and submit NAR REALTOR® Party Grants to offset Instructor expense for Fair Housing, Smart Growth, etc.

Strengthen member trust and uphold the REALTOR® brand by ensuring consistent, fair, and timely administration of ethics and arbitration processes, while proactively promoting adherence to the Code of Ethics and Fair Housing principles

By 2027, provide semi-annual Professional Standards statistics and education to members to improve awareness, reduce violations, and strengthen professionalism

Explore no-show fees to reduce % of no-show's at free classes

COMMITTEES

- ABCD will plan and deliver inclusive First Wednesday programming, including January CE opportunities, by leveraging available grants to minimize impact on the GAAR budget while expanding access and value.
- ABCD will support membership by establishing a welcoming initiative that fosters connection, inclusion, and engagement within the real estate community.
- GAP will deliver accessible learning through the QB Summit and G.R.E.A.T. events, engaging 150+ brokers annually and increasing overall attendance year over year.
- LEAP will implement an expanded instructor review process to evaluate instructional quality, course effectiveness, and delivery format, ensuring consistent, high-value education.

Community Impact & Involvement

We build connection and community through engagement, the GAAR REALTOR® Fund and volunteer opportunities. Together we elevate the REALTOR® brand, support homeownership and position REALTORS® as the community's reliable source for trusted housing information.

Increase REALTOR® Fund Grant to \$60,000

Strengthen REALTOR® Fund to \$2.25 million by 2028

Increase GAAR Good Neighbor individual grant up from \$1,000 to \$1,500 by 2028

Grow Run for the Zoo volunteers to 325 by 2028

Increase Golf Tournament donations by 10% YOY

Utilize NAR REALTOR® Party Grants

Increase Bowl-A-Thon donations by 10% YOY

COMMITTEES

- ABCD will share the Path to Homeownership at Pridefest, Juneteenth, Run for the Zoo, and CiQlovía, helping residents see that homeownership may be within reach.
- ABCD will build and maintain relationships with housing-focused organizations and nonprofits to stay informed about issues, resources, and real estate initiatives impacting the Greater Albuquerque region.
- GAP will lead the Backpack Drive supporting the McKinney-Vento program, collecting 600+ backpacks annually and increasing monetary donations year over year.
- YPN will grow Laundry Love donations by 10% year over year.
- YPN encourages early adoption of holiday giving within the first week of December.

OUR COMMITMENTS & PRIMARY FOCUS

Advocacy

We protect property rights and expand access to fair and attainable housing by advocating as a trusted local voice, leveraging strategic partnerships, impacting policy. Through clear communication and goals, we protect opportunity and empower our members as the leading resource for real estate knowledge to strengthen the communities we serve.

In 2026, implement a system to track local legislation and provide member updates in a timely and appropriate manner

In 2026, conduct an annual advocacy survey to identify member priorities, align policy positions accordingly, and publish a year-end report detailing legislative activity, positions taken, and outcomes demonstrating alignment with member views

By 2027, publish a GAAR Policy Report for distribution to community members and leaders about priority issues relevant to real estate and the REALTOR community

Win RPAC President's Cup by increasing RPAC participation to 37% by the end of 2026 and complete an RPAC phone-bank

By 2027, establish a Local Political Coordinator (LPC) program with representation across key jurisdictions, facilitating at least biannual touch points between members and local legislators

Get GAAR members involved in cities/counties by providing candidate training academy

Utilize NAR REALTOR® Party Grants

Develop programming and goals for the newly formed Government Affairs Committee

COMMITTEES

- ABCD will advocate for policies and homeownership pathways that support all communities, with a strong focus on expanding access and preserving affordability.
- ABCD will promote inclusivity in advocacy efforts by staying actively engaged with the Government Affairs Committee and supporting initiatives that reflect the needs of the full membership and the communities we serve.
- GAP will amplify REALTOR® advocacy by sharing Calls for Action and legislative updates through member outreach, encouraging participation and a unified voice in protecting property rights and housing access.
- YPN will increase RPAC participation to at least 75 investors at Music Bingo by 2026, and 10% YOY

This Strategic Plan is just the starting point.

As these goals move into action, GAAR is tracking progress through project management software with clear timelines, assigned responsibilities, and measurable benchmarks. Committees and staff will share regular updates, ensuring transparency and accountability for membership. There will be ongoing communication within GAAR on milestones, progress, and forward momentum.