

LONG-TERM VISION: A succinct statement that combines a Purpose or why the association exists paired with three Core Competencies or primary business strengths

Purpose (*Why the Association Exists*)

To inspire and elevate professionalism and the success of those we serve

+ Core Services (*How- Primary group of organizational strengths that collectively add the most value for those served*)

ADVOCACY

We Will:

Advocate for our profession and communities by championing property rights, attainable and fair housing solutions, and homeownership

COMMUNITY

We Will:

Deliver community and member involvement opportunities that bolster inclusion, volunteerism, and the REALTOR® brand

COLLABORATION

We Will:

Foster business relationships and offer technologies that increase connections, inclusion, and productivity

EDUCATION

We Will:

Provide a variety of engaging education and content to uphold ethical and professional standards, increase knowledge, enhance entrepreneurship and industry excellence

= Long-Term Vision (*Succinct way to communicate your roadmap, methodology for adding value, and what can be expected by those served*)

GAAR inspires and elevates professionalism and the success of those we serve by focusing on Advocacy, Community, Collaboration, and Education

Core Functions

Strategy and Advisement

Administration

Communications

NEAR-TERM FOCUS: Up to five (5) Priorities to enact the organization's Vision, establish ongoing processes, and continuously improve performance and culture

Establish a Core Services communications and outreach plan to enhance awareness and engagement

Design advanced educational systems, content, and programs to meet members' evolving needs and expectations

Create an Advocacy Action Plan to identify and address crucial housing, real estate, and economic issues

Strengthen member and community awareness to elevate housing opportunities and DEI (Diversity, Equity, and Inclusion)

Elevate Association structures, systems, and benefits to optimize performance and value

GAAR inspires and elevates professionalism and the success of those we serve by focusing on Community, Collaboration, and Education (AC²E)

Advocacy,

OUR STRATEGIC FOCUS				
ENGAGEMENT	ADVANCEMENT	HOUSING & BEYOND	AWARENESS	OPTIMIZATION
				
Establish a Core Services communications and outreach plan to enhance awareness and engagement	Design advanced educational systems, content, and programs to meet members' evolving needs and expectations	Create an Advocacy Action Plan to identify and address crucial housing, real estate, and economic issues	Strengthen member and community awareness to elevate housing opportunities and DEI (Diversity, Equity, and Inclusion)	Elevate Association structures, systems, and benefits to optimize performance and value

YOUR BENEFITS				
<ul style="list-style-type: none"> • Increased usage of resources and benefits= greater membership value • Communications that match your preferred content and mediums • Greater understanding of opportunities to get involved with your areas of interest • Quickly and easily access information and services you value most 	<ul style="list-style-type: none"> • Increase knowledge and skills to build business • Better prepared to adapt to an evolving marketplace • Meeting you where you are with options for education (virtual, in person, on demand) • Quicker and easier access to class you value • Greater variety of instructors and innovative classes 	<ul style="list-style-type: none"> • Reduced barriers to homeownership enabling opportunities more consumers • Civic and community knowledge to help you educate clients • Members can focus on business vs government • Raise the perception of REALTORS® value beyond the transaction 	<ul style="list-style-type: none"> • Consumers recognize REALTORS® are members of the community too • REALTORS® are respected as community contributors for housing and beyond • Consumers understand the impact housing has on the economy and personal wealth/health • Increased understanding of community needs and priorities 	<ul style="list-style-type: none"> • More efficient and valuable utilization of your membership dollars • Quicker responses to your daily needs and improved service levels • A greater understanding of the value offered by the association • More responsive to your feedback and suggestions

OUR STRENGTHS AND COMMITMENTS TO YOU

<p>ADVOCACY</p> <p><i>WE WILL: Advocate for our profession and communities by championing property rights, attainable and fair housing solutions, and homeownership</i></p>	<p>COMMUNITY</p> <p><i>WE WILL: Deliver community and member involvement opportunities that bolster inclusion, volunteerism, and the REALTOR® brand</i></p>	<p>COLLABORATION</p> <p><i>WE WILL: Foster business relationships and offer technologies that increase connections, inclusion, and productivity</i></p>	<p>EDUCATION</p> <p><i>WE WILL: Provide a variety of engaging education and content to uphold ethical and professional standards, increase knowledge, enhance entrepreneurship and industry excellence</i></p>
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