



Our Mission To advance the success of our REALTOR® members and protect private property rights.

Our Vision To be the trusted voice for real estate by providing value to our members and our community we serve.

Our Values

Honesty: We promote an industry of truthful behavior amongst all business, consumer, and community interactions with the highest level of integrity.

Ethics: We support diversity, equity and inclusion, fair housing, abide by the National Association of REALTORS® “Code of Ethics” and are proud to share that with our clientele.

Education: We recognize that real estate is an ever-changing industry and pride ourselves on continuing our education to be knowledgeable professionals within our field.

Professionalism: We possess the competence and skill set to represent ourselves and our clientele in the highest of standards.

<p><u>Membership Value</u> Enhance the value of membership by providing resources to support the success of our REALTOR® members.</p>	<ul style="list-style-type: none"> *Provide professional development opportunities by offering educational programs and/or classes and encourage designations/certifications/C2EX endorsement. *Keep members informed regularly of new changes, policies, risk management, safety, etc. through multiple communication channels. *Be forward thinking in researching and investing in new technology and resources.
<p><u>Professional Standards</u> Support DEI (diversity, equity and inclusion) and fair housing and provide professional standards resources.</p>	<ul style="list-style-type: none"> *Raise awareness and foster a culture where DEI and fair housing are integrated in our core values and volunteer leadership. *Provide professionals standards training opportunities to our committees and BOD to maintain the highest level of competence. *Provide ethics complaints, arbitration requests, mediation and related information to members and consumers. *Provide DEI and fair housing educational opportunities.
<p><u>Consumer Outreach</u> Be involved and invested in our community and be the trusted “Voice for Real Estate” in our market.</p>	<ul style="list-style-type: none"> *Increase participation in fundraising and sponsorship, and establish relationships with other community organizations, charities, local government, etc. to show MLBOR as a supporting business entity in our community and enhance the REALTOR® image. *Promote DEI, fair housing, homeownership, market statistics, real estate trends, advocacy issues and the importance in using a REALTOR® across diverse media channels.
<p><u>Advocacy</u> Support the REALTOR® Party’s “Vote, Act, Invest” goals and be the premier public policy advocate.</p>	<ul style="list-style-type: none"> *Engage, educate, and improve legislative participation and relationships in our local government, etc. on decisions and actions that impact real estate and private property rights. *Increase RPAC contributions and encourage all BOD members to lead by example and contribute. *Increase participation in Calls for Action & Red Alerts. *Sponsor/Host events (i.e. candidate debates, interviews, local issues, etc.).
<p><u>Association Excellence</u> Sustain a model association through member engagement and involvement, leadership, and resources.</p>	<ul style="list-style-type: none"> *Encourage members to take an active role by joining the BOD and/or working on a committee or task force. *Identify and develop future leaders. *Encourage leadership, BOD, and staff to attend meetings and training opportunities to increase their ability to provide excellence to our association. *Improve affiliate membership program and increase participation. *Improve committee efficiency, engagement, and participation.