



2021-2023 Strategic Plan

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.

Membership Value

Enhance the value of membership by providing resources to support the success of our REALTOR® members.

*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.

Professional Standards

Support DEI (diversity, equity and inclusion) and fair housing and provide professional standards resources.

*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.

Consumer Outreach

Be involved and invested in our community and be the trusted “Voice for Real Estate” in our market.

*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.

Advocacy

Support the REALTOR® Party’s “Vote, Act, Invest” goals and be the premier public policy advocate.

*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 & 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.).

Association Excellence

Sustain a model association through member engagement and involvement, leadership, and resources.

*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.

*Identify and develop future leaders and encourage members to take an active role by joining the BOD and/or working on a committee or task force.