



OUR VISION

To be the chosen partner and ultimate resource for our members.



OUR VALUES

Respect, Integrity, Community, Inclusion, and Accountability.



ADVOCATE

We will:

- ▶ Increase member contributions to RPAC to at least 30% participation.
- ▶ Increase member awareness of our fight to protect property rights.
- ▶ Collaborate with organizations having mutual interest.
- ▶ Support the efforts of GHAR's GAD through member engagement.
- ▶ Monitor state and national efforts and leverage resources.
- ▶ Support REALTOR® party champions.
- ▶ Promote equal opportunity and fair housing.



ENGAGE

We will:

- ▶ Deliver value to members and brokers.
- ▶ Improve member awareness of the value, benefits and services of GHAR.
- ▶ Improve functionality of communications to deliver more value.
- ▶ Use varied technology in our communications.
- ▶ Increase and retain members.
- ▶ Expand value for commercial brokers and agents.
- ▶ Continue involvement and oversight of Bright MLS.
- ▶ Find ways to engage with all members.



SERVE

We will:

- ▶ Collaborate with community organizations.
- ▶ Increase awareness of the Foundation to the members.
- ▶ Increase public awareness of the Foundation and the REALTOR® community.
- ▶ Encourage the Foundation to set annual goals and report to GHAR Board of Directors.
- ▶ Develop an annual Outreach Impact Statement.
- ▶ Increase Involvement in the REALTORS® Reach Out.
- ▶ Increase awareness of scholarships.
- ▶ Take advantage of grants.
- ▶ Continue the Thanksgiving Food Drive, school backpacks and other donation drives.
- ▶ Identify and serve underserved community organizations.



EDUCATE

We will:

- ▶ Identify member needs, increasing broker and designation offerings.
- ▶ Create a master calendar of education.
- ▶ Create educational broker track path for brokers.
- ▶ Continue to evaluate course offerings.
- ▶ Provide education through, with and for affiliate members.
- ▶ Create a Certificate of Excellence program such as local expert.
- ▶ Offer relevant and trending info sessions.
- ▶ Prepare members to work in diverse markets.
- ▶ Educate the public about careers in the entire real estate industry.



LEAD

We will:

- ▶ Maintain good governance and sustainable operations.
- ▶ Invest in technology to improve member communications.
- ▶ Maximize the purposes and revenue of the office building.
- ▶ Identify future leaders.
- ▶ Promote the growth and professional development of staff.
- ▶ Explore creation of a board and committee portal.
- ▶ Increase and enhance sponsor opportunities.
- ▶ Increase diversity in association leadership.