



2021-2024 Strategic Plan

Mission Statement: Provide the education, resources, guidance, and advocacy necessary to ensure our members reflect the highest professional and ethical standards within the community while promoting and protecting private property rights and home ownership.

Below are five GAAR's pillars and our strategies to excel in those areas.

Advocate

Inform members of legislative actions

Collaborate with community partners having mutual interest

Promote fair housing and equal opportunity

Improve awareness in representing and protecting REALTORS®

Identify and promote REALTOR® Party Champions

Support and exceed our RPAC fundraising goals

Develop member relationships with local and state legislators



Educate

Position GAAR as a primary resource for members to attain their CE credits and professional development

Identify member needs and use class evaluations to formulate education calendar with a variety of topics

Increase sponsorship opportunities with partners to assist with education offerings

Promote and educate best practices in Professional Standards, Code of Ethics and C2Ex Endorsement

Partner with affiliate members to educate and promote their services to our members



Outreach

Engage and promote annually in projects to serve our community and promote the value of REALTORS®

Identify organizations to serve and support to improve overall quality of life in our community

Encourage members to give back through local organizations in which we live, work and play

Improve public awareness of the importance of utilizing a REALTOR®

Improve media relations to position GAAR as the primary source of real estate in our community



Engage

Develop service platforms to serve our members needs most effectively

Invest in technology to improve member communication and involvement

Increase diversity and inclusion in committees and leadership

Continue to recruit and promote the relationship between affiliate members and REALTORS®

Promote the value of membership benefits and discounts

Maintain REALTOR® and Affiliate Member retention



Develop

Establish a Leadership Academy to identify and provide a track for members interested in Association leadership

Improve relationships between the Association and brokers to identify needs and priorities

Explore opportunities for Association to merge services or memberships with compatible parties

Enhance annual training for directors

Maintain a fiduciary responsibility to members

