



# 2020 - 2022 Strategic Plan

## 1. Support Real Estate Ownership

Promote property rights while living our Code of Ethics values of sustainability and inclusion

1. Enhance recognition of the REALTOR® value for homeownership and the public
2. Advance diversity and inclusion in the industry through strategic partnership and outreach
3. Adapt approach to support demographic, cultural, and technological shifts

## 2. Focus on Advocacy & Issues

*Increase awareness and member engagement in policy and community issues*

1. Engage broader base in public policy issues and REALTORS® Political Action Committee (RPAC)
2. Integrate Government Affairs work into member outreach

## 3. Evolve Resources & Education

*Enhance offerings to reflect changing technologies and member needs*

1. Test and learn with new formats to increase reach
2. Explore tiered offerings by audience segment
3. Increase member use of research and data

## 4. Rewarding Relationships

*Inspire, surprise & delight through meaningful outreach*

1. Increase reach and effectiveness
2. Personalize the MAR brand
3. Build strategic partnerships
4. Connect members to opportunities to give back
5. Create agile newsroom approach

## 5. Build the ONE MAR Team to Fuel Our Future

1. Create team cohesion, supported by talent development and a strong culture
2. Strengthen financials and operating policies
3. Enhance governance focus, integration, cultivation and training

## Our Mission

Providing the resources and leadership for REALTORS® to succeed while promoting stronger, sustainable communities.

## Our Vision

To ignite professional success and grow vibrant communities as the expert resource and trusted leader in the residential real estate industry.

## Our Values

We Strive for **EXCELLENCE**  
We are **SUSTAINABLE**  
We are **INCLUSIVE**  
We **GIVE BACK**  
We are **LEADERS**