

Strategic Plan 2019-2021

MISSION: The Greater Boston Association of REALTORS®, in conjunction with the Massachusetts and National Associations of REALTORS®, provides its REALTOR® members with access to education, resources, and advocacy that enhance their ability to achieve success by serving consumers in an informed, professional and ethical manner.

Advocacy

- Promote the value and importance of Realtor® participation in issues, calls to action, and GBREBPAC investment
- Expand Realtors'® knowledge of local issues
- Increase engagement in Government Affairs Committee
- Leverage publicity on Realtor® successes
- Increase attendance for Day on the Hill and NAR's midyear event in D.C.

Community & Public Outreach

- Communicate the value of Realtors® to consumers and agents
- Communicate the points of difference between Realtors® and licensed agents
- Communicate more effectively externally to the public and internally to members the value of a Realtor®
- Build deeper understanding of the benefits to consumers of hiring a Realtor®
- Grow consumer awareness on local and national legislative issues
- Conduct a service project or other outreach initiative(s) to engage members in their local community

Education

- Improve the understanding, skills, and knowledge of new agents in their first two years
- Support the professional arc of GBAR members' career with training appropriate for all stages of experience – including New, Intermediate, and Top Producers
- Leverage technology to provide alternate training options to increase agent engagement
- Improve the onboarding experience for new brokers and enhance broker orientation
- Develop the best trained brokers for risk mitigation, management, and professionalism
- Provide fundamental training for Brokers (Broker 101)

Governance

- Activate and recognize volunteer leadership
- Increase involvement of members from minority groups on committees/task forces and in leadership roles

Membership

- Engage more members through hyper-local programming
- Increase member engagement in education and increase retention
- Build deeper understanding of the value of Realtor® membership
- Increase engagement with GBAR broker members
- Engage affiliate members to enhance the value of the relationship and increase affiliate member satisfaction
- Enhance relationship with allied service/membership organizations
- Leverage and enhance the synergies between the five divisions of GBREB

Professionalism

- Increase member commitment to Realtor® Code of Ethics (COE) and industry best practices
- Promote benefits of working with a Realtor®
- Increase awareness and understanding of the Code of Ethics and its Standards of Practice