

Greater Boston Association of Realtors® Strategic Plan Draft

GBAR's Realtor® members are its primary focus.

Mission:

The Greater Boston Association of Realtors® empowers our members to achieve success through engagement, education, and advocacy to serve consumers in an informed, professional, and ethical manner.

A. Advocacy

1. Promote the value and importance of Realtor® participation in issues, advocacy activities, RPAC, and GBREBPAC investments
2. Enhance the exchange of information regarding local issues
3. Promote private property rights and homeownership
4. Encourage and support Realtor® members to seek election for public office, to serve in local and state government, and to speak to industry public policy issues
5. Use Issues Mobilization Fund to invest in local issues
6. Support, promote, and defend the interest of GBAR's Realtor® members
7. Encourage members to participate in the GBREB Grassroots Alliance and the MAR State Political Coordinator program
8. Promote the principles of sustainability and resiliency balancing the needs of the present without compromising the ability of future generations to meet their own needs.

B. Communication and Engagement

Meet people where they are

1. Realtors®
 - a. Communicate the Value of Realtor® membership for recruitment and retention
 - b. Create public awareness campaigns (Leverage NAR)
 - c. Increase participation in the association and its programs
 - d. Create two-way communication systems using multiple mediums/ channels: i.e., broker, agent, YPN members, global, influencers
2. Public:
 - a. Communicate the Value of Realtors® to Consumers and create awareness of the steps of a real estate transaction
 - b. Provide education and information to consumers on legislation, regulation, and public policy issues, including smart growth, workforce housing, etc.
 - c. Promote the Realtor® Code of Ethics and enhance professionalism
 - d. Articulate the distinction between Realtors® and real estate agents

C. Professional Development

GBAR is committed to the success of our members

1. Promote the success of members by improving skills and knowledge of all Realtors®
2. Promote real estate as a career and an entrepreneurial opportunity
3. Provide dynamic and engaging training and education
4. Support and promote designations, certifications, and endorsements (add hot links)

5. Promote, support, and enforce the Code of Ethics
6. Provide programming to support our members for different markets and market conditions

D. Community Engagement

1. Initiate, collaborate, and leverage relationships with other multicultural organizations and affinity groups to build more inclusive communities
2. Improve consumer awareness of the impact of good public policy on real estate and communities.
3. Celebrate Realtors® as being good neighbors in their communities
4. Provide community service and find opportunities and ways to support communities (e.g., seeking grants from NAR and other entities)
5. Promote philanthropy throughout the communities we serve.

E. Organizational and Leadership Excellence

1. Provide members with superior customer service
2. Provide organization with stewardship and oversight
3. Measure and report efforts and outcomes of association programs, activities, and initiatives
4. Provide necessary human and fiscal resources to achieve GBAR's organizational purposes and goals
5. Identify, invite, and mentor leaders
6. Engage new leaders in positions on all levels of organized real estate
7. Identify Realtor® content experts to provide expert advice
8. Set the standard for innovation and excellence

F. Diversity, Equity, and Inclusion

1. Proactively protect and defend the fair housing laws
2. Enhance the culture of diversity, equity, and inclusion
3. Promote and deliver DEI: i.e., *At Home With Diversity, Fairhaven*, etc
4. Measure and report representation of diversity within membership
5. Encourage members to recognize and combat implicit bias
6. Continue to collaborate with multicultural and affinity groups
7. Welcome, invite, value, and support the diversity of our membership