



2026-2028 Strategic Plan

Mission

Championing REALTOR® Success through Strategic Engagement by delivering value, innovative solutions, and exceptional member benefits

Professional Advancement

RRAR provides opportunities for our members to develop relevant skills, tools & competencies to further their success.

- ✓ Provide opportunities to develop and advance our members' skillset
- ✓ Equip our members to better articulate their value as real estate professionals
- ✓ Promote, educate, and uphold Fair Housing Laws and the REALTOR® Code of Ethics
- ✓ Provide platforms and opportunities for mindset growth, well-being, and work-life balance.

Advocacy and Building Better Communities

RRAR effectively advocates for private property rights and for building vibrant, sustainable, and inclusive communities.

- ✓ Apply and increase RRAR influence by providing subject matter experts as well as securing REALTOR® appointments and electing to decision-making positions
- ✓ Strengthen our alliances with our strategic partners within the community
- ✓ RRAR will strengthen relationships with new and existing organizations that align with our mission and goals to better serve our community
- ✓ Expand the support of the REALTOR® Giving Network (RGN), supporting our communities' housing needs
- ✓ Increasing RRAR influence, position, advancement, and recognition as an industry leader

Global Visibility and Effectiveness

RRAR empowers members to professionally serve our global real estate marketplace.

- ✓ Provide members with timely and current data and educational opportunities to serve as subject matter experts to support economic development.
- ✓ Collaborate with communities and other organizations to support and reinforce the economic value of working with REALTORS®
- ✓ Equip members with information and resources to successfully engage and assist the global community
- ✓ Position RRAR as the resource for new and expanding global organizations

Inclusive Leadership & Organizational Excellence

RRAR leads in educating, promoting and modeling the principles of belonging, diversity, equity & inclusion through measurable data.

- ✓ Be intentional, accountable, and data-driven in our efforts to achieve belonging, diversity, equity, and inclusion outcomes
- ✓ Identify, train, and support leaders using data to benefit our organization and communities
- ✓ Continue serving as transparent stewards of our members' resources and financing
- ✓ Increase RRAR influence with a physical presence and voice on the national, state, and local levels
- ✓ Leverage data-driven metrics to enhance accountability and align our strategies

Member Engagement

RRAR supports a culture of belonging, action, innovation, and efficiency.

- ✓ Increase member and volunteer participation and engagement
- ✓ Engage and connect with members in multiple and various modes of communication
- ✓ Solicit and welcome member feedback
- ✓ Deliver relevant tools, data, and resources to better understand and apply RRAR's value
- ✓ Engage members for life, onboarding new members, and reboarding existing members
- ✓ Strengthen our alliances with current and future RRAR Affiliate members