

MAAR 2026-28 Strategic Plan

Mission Statement

Empowering members through professionalism, community engagement and advocacy.

Guiding Pillars

1 Reach, Connect, Engage

- Communicate with members in the manner, format and frequency of their choosing with specific channels based on members' needs: specialty, commercial, Broker, agent, affiliates, etc.
- Engage members for life.
- Build on our effectiveness:
 - actively listening to members' needs/concerns and
 - delivering/communicating our data, tools and resources.

2 Professional Development

- Teach our members to better articulate their value to consumers.
- Promote and enforce the Code of Ethics (as part of our commitment to provide superior consumer experience).
- Equip members with the skills, competencies, data and expertise to best serve our consumers.
- Turn learning into an experience.
- We are committed to our members' success.

3 Leadership

- Identify, train, mentor and support current and future leaders.
- Increase MAAR influence in government, and on all three levels of NAR.
- Scale the leadership development with programs like Leadership MAAR.
- Expand MAAR's leadership in the community by increasing REALTOR® leadership roles in outside organizations.

4 Organization Excellence

- Provide the necessary financial, human and physical resources to execute the strategic plan.
- Be transparent stewards of our members' resources and of the members' time.
- Measure and report outcomes to our stakeholders.
- Collaborate with partners to create efficiencies, superior member experiences and eliminate redundancies. Create platform for growth.
- Identify and engage non-dues revenue.
- Support MLS resources and data as a major organizational asset; an innovative tool delivering value to our members. Ensuring MLS for future success. Moreover, stewardship of accuracy and efficiency, and members' data.

5 Advocacy

- Advocate for private property rights and sustainable home ownership.
- Advocate for the REALTOR® brand and for the value of REALTORS® for consumers.
- Be identified as subject matter experts in deliberative processes.
- Get REALTORS® appointed and selected to serve on bodies, boards, and committees. Be at the table as a decision maker rather than an audience member.
- Volunteer and partner to build vibrant neighborhoods and communities.