### Strategic Plan

**TENNESSEE REALTORS®**
Passionate, caring advocates who collaborate to build and to nurture vibrant, inclusive communities

**MISSION**
Tennessee REALTORS® unites to: advance the success of its REALTOR® members; advocate for home ownership and for property rights; elevate the skills and competencies of REALTORS®; encourage, precipitate and procure innovation; further civic and community engagement

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**With focus and effort**
Tennessee REALTORS® will **SUCCEED** by:

- Committing to the success of REALTOR® members
- Holistic success: life balance, financial independence and freedom
- Reinforcing the value proposition of REALTORS® for consumers
- Professional development through: skills, competencies and knowledge
- Providing REALTORS® with the best tools for superior consumer experiences
- Supporting the success of REALTOR® Brokers
- Enhancing the ethical behavior of REALTORS®

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**With inclusivity and intent**
Tennessee REALTORS® will **ADVOCATE** for:

- Protecting private property rights both Residential and Commercial
- Communicating the value of REALTOR® Advocacy to consumers
- Building better communities
- Participating in and influencing public policy: Local, State and National
- Encouraging homeownership and real estate investment
- Encouraging local associations to participate in bipartisan candidate advocacy

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**With direction and commitment**
Tennessee REALTORS® will **LEAD** by:

- Identifying, training and mentoring REALTOR® leaders: Local, State and National
- Engaging, motivating and empowering membership
- Curating and supporting leaders within the community who are innovating and influencing
- Partnering with Local Associations to better service REALTORS®
- Evoking potential of Local Associations

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**With trust and respect**
Tennessee REALTORS® will **REACH/ENGAGE/CONNECT** by:

- Building relationships of substance and relevance with REALTORS®
- Engaging messaging systems of REALTORS®’s preference
- Empowering REALTORS®: It is their Association
- Clarifying deliverables with Local and National to provide a superior REALTOR® experience
- Providing swift response for members in crisis
Strategic Plan

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With focus and effort Tennessee REALTORS® will SUCCEED by:

- Committing to the success of REALTOR® members
  - Tennessee Excel Summit (Spring) / Annual Convention (Fall)
  - Forms – uniform
- Holistic success: life balance, financial independence and freedom
  - Retirement, succession and financial planning
  - Insurance
  - Benefit awareness of affinity programs
- Reinforcing the value proposition of REALTORS® for consumers
  - Branding program
  - Public relations campaign
  - REALTOR® value proposition communicated in different ways and identifying all benefits: “What have we done for you lately”
- Professional development through: skills, competencies and knowledge
  - Advanced programs
  - Gap filling
  - Shared services
- Providing REALTORS® with the best tools for superior consumer experiences
- Supporting the success of REALTOR® Brokers
  - Programs and resources
  - CEO / President visits to Brokers
- Enhancing the ethical behavior of REALTORS®
  - Commitment to Excellence
  - Professional Standards Training
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With inclusivity and intent
Tennessee REALTORS® will ADVOCATE for:

- Protecting private property rights both Residential and Commercial
  - Continue efforts
  - Leadership and lobbyists share same vision

- Communicating the value of REALTOR® Advocacy to consumers
  - Website and social media
  - Videos

- Building better communities
  - Educate / encourage / apply on NAR Grants
  - Diversity Inclusion programs and events

- Participating in and influencing public policy: Local, State and National
  - Educating and mobilizing REALTORS®
  - RPAC Fundraising
  - Calls for action
  - State Political Coordinators
  - Continue lobbying efforts
  - Encourage REALTORS® to register and vote

- Encouraging home ownership and real estate investment
  - Education
  - Sharing statistics

- Encouraging Local Associations to participate in bipartisan candidate advocacy
  - Encourage REALTORS® to run for office
  - Train local boards how to support local candidates and general advocacy training

Strategic Plan
With direction and commitment Tennessee REALTORS® will LEAD by:

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**Identifying, training and mentoring REALTOR® leaders: Local, State and National**
- Academy of Real Estate Advancement (A.R.E.A.)
- Regional and State to filter talent for unified support for future NAR leadership
- Train Committee Chairs and Vice Chairs
- Scholarships to state and local advocacy training
- TREEF Train the Trainer

**Engaging, motivating and empowering membership**
- Leadership Bus Tour
- Broker Summit (Best practices)

**Curating and supporting leaders within the community who are innovating and influencing**
- Uniform Messages
- Survey members for what boards / commissions / charities / regulatory bodies they serve

**Partnering with Local Associations to better service REALTORS®**
- DVP “meetings” between state meetings
- Focus on regional leadership training
- Enhance shared services such as shared GADs and Professional Standards
- Advance AE and staff professional development

**Evoking potential of Local Associations**
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With trust and respect Tennessee REALTORS® will **REACH/ENGAGE/CONNECT** by:

- Building relationships of substance and relevance with REALTORS®
  - Conversing bilaterally, actively with REALTORS®
  - Internal communication
  - Newsletter, social media, Local association spotlights
  - State Good Neighbor Award
  - Use website to showcase internally and externally

- Engaging messaging systems of REALTORS®’ preference
  - Uniform messaging of talking points
  - Continuously assess the quality and relevance of communication platforms
  - Identify and customize communication preferences

- Empowering REALTORS®:
  - It is their Association
    - Identify and resolve barriers to engagement
    - Continually maintain a relevant governance platform

- Clarifying deliverables with Local and National to provide a superior REALTOR® experience
  - Create three-way synergy
  - How to provide economies of scale
  - Build on services and programs NAR delivers
  - Eliminate duplication

- Providing swift response for members in crisis
  - Disaster relief
  - Study best practices