



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



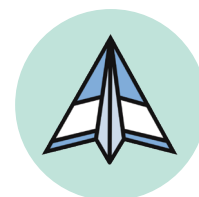
With focus and effort
Tennessee REALTORS® will
SUCCEED by:

- 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®



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



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



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

- Building relationships of substance and relevance with REALTORS®
- Engaging messaging systems of REALTORS® 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



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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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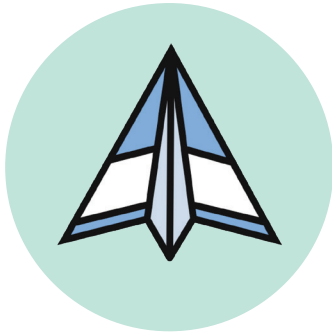
- Protecting private property rights both Residential and Commercial
 - Continue efforts
 - Leadership and lobbyists share same vision
- Communicating the value of REALTOR® Advocacy to consumers
 - Website and social media
 - Videos
- Building better communities
 - Educate / encourage / apply on NAR 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 homeownership 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



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

- 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