



MISSION

Tennessee REALTORS® advances the success of its members and advocates for property rights and ownership.

VISION

Increase public awareness of the value of REALTORS® and the REALTOR® brand through bold expression of our core values.

I. ELEVATE

Elevate the success of REALTORS® and our association.

- A. Professional Development**
Educate our members by increasing their professional and ethical competence.
- B. Financial Wellness**
Provide resources for members to achieve career-long financial wellness and life balance through real estate.
- C. Leadership Development**
Identify, develop and position future leaders for our association and civic responsibilities at all levels.
- D. TREEF Foundation**
Maximize the advantage of having a 501(c)(3) Tennessee Real Estate Education Foundation that benefits members education and scholarships.

II. ADVOCATE

Protect property rights and REALTORS® through governmental relations.

- A. Grassroots Involvement**
 1. Launch a Political Candidacy Academy.
 2. Enhance shared services by adding a field representative program.
- B. Influence**
Participate in and influence public policy beneficial to real estate.
- C. Economic Initiatives**
Participate in local, state, and international economic initiatives.

III. PROMOTE

Increase public awareness of the value of REALTORS® and property rights, and ownership to consumers and members.

- A. Affordable Housing and Economic Development**
Maintain a leadership role in supporting affordable housing and economic development.
 1. Support programs that promote affordable housing by educating the public and REALTORS®.
 2. Recruit global business to Tennessee.
- B. Charitable Efforts**
Promote the impact of the association's advocacy that benefit consumers and positively impacts Tennessee communities.
- C. Diversity, Equity, and Inclusion**
Continue to strengthen and embrace DEI within our membership, staff, and communities.
- D. Awareness**
Promote the story of REALTORS® and the associations contributing to their communities, charitable initiatives, and disaster relief.

IV. ENGAGE

Engage members through programs and opportunities.

- A. Protection and Safety**
Promote and utilize the best practices in safety, wellness, and liability to protect REALTORS®.
- B. Disaster Response**
Maintain readiness to respond to disasters and individual members' needs.
- C. Real Estate Community**
Reach out to residential and commercial brokers, appraisers, property managers, and other specialists to provide training and education.
- D. Local Associations**
Lend support and engage with the local associations.
- E. Technology**
Maximize technology for the benefit of members.