

MISSION

Tennessee REALTORS® advance 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 of values.

GOALS

Goals align with NAR’s Core Standards. The group reviewed the 2019 plan and set four goals for 2023 to 2025, dubbed, “*Thrive in `25.*”

STRATEGIES

Strategies are the priorities and programs that advance four goals. Where performance metrics are not yet identified it is likely that the professional staff will align committees, timelines, and metrics.

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.
 1. 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. Consider establishment of a Global Alliance to 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 and communities.
- D. Awareness**
Promote the story of REALTORS® and the association 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.