

## I. ADVOCATE

Through strategic government relations and active community outreach, TENNESSEE REALTORS® is the leading advocate and primary defender of private property rights.

### A. Legislative Policy & Initiatives

TN REALTORS® actively engages with elected officials on key real estate and property rights issues through lobbying, events and strategic communication efforts.

### B. Trustees

TN REALTORS® fortifies relationships to amplify our platform at the state and local levels. Our Trustees strategically allocate funds to nurture and empower REALTOR® advocates in state and local governments.

### C. Influence & Outreach

TN REALTORS® leverages influence to actively advocate for REALTOR® Party issues by identifying REALTORS® and allies on regulatory bodies, commissions, organizations and other elected officials.

### D. Fundraising

TN REALTORS® has a vibrant culture for surpassing RPAC fundraising goals.

### E. Grassroots Mobilization

TN REALTORS® targets meaningful interactions with key political contacts and stakeholders to drive and advance REALTOR® policy priorities.

### F. Economic Development

TN REALTORS® is dedicated to driving economic growth and development across the state of Tennessee.

### G. Community Outreach/Advocacy

TN REALTORS® champions the REALTOR® brand by fostering community connections through impactful programs.

## MISSION

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

## II. ADVANCE

TENNESSEE REALTORS® advances the success and professionalism of REALTORS® by providing relevant resources and cutting-edge programs to elevate our members and the local associations to their highest potential.

### A. Programming

TN REALTORS® increases professional proficiency, financial wellness and ethical business practices of its members through exceptional educational opportunities utilizing a variety of delivery methods.

### B. Leadership Development

Identifies, evaluates and develops future leaders.

### C. Professional Standards Administration

Utilizing the NAR authorized process, TN REALTORS® offers a statewide opportunity to enforce the Code of Ethics through Mediation, Professional Standards and Arbitration services.

### D. Cultivating Broker Community

TN REALTORS® remains a trusted resource by effectively communicating, engaging and supporting its managing brokers to ensure lasting alliances.

### E. Target Audiences

Recognizing the business diversity of its members and the local associations, TN REALTORS® offers a spectrum of learning opportunities.

### F. TREEF - TN REALTORS®

Maximizes the advantage of having a 501(c)(3) - Tennessee Real Estate Educational Foundation (TREEF) that benefits members education and scholarships.

## III. COMMUNICATE

Through a strategic communication approach with members and consumers, TENNESSEE REALTORS® fosters a strong brand identity while encouraging pride in membership.

### A. Member

TN REALTORS® connects with members through multiple channels to help them understand, utilize and benefit from specialized programs, products and services.

### B. Consumer/Public

TN REALTORS® is the leading authority on all real estate matters in Tennessee while actively promoting the value and benefits of working with a REALTOR®.

### C. Media Relations

TN REALTORS® partners with the media to effectively share timely, accurate and relevant information.

### D. Brand Identity & Messaging

With consistent and effective messaging, the TN REALTOR® brand personifies professionalism, ethical behavior and expertise. Our brand is readily recognized by the public and our members.

### E. Member Composition

TN REALTORS® enhances the member experience by understanding and respecting their business needs and professional diversity.