

LONG-TERM VISION: A succinct statement that combines your **Purpose** (why the Association exists) + **Core Competencies** (your greatest strengths).

Purpose: *Why the Association exists.*

We think beyond today and adapt for tomorrow by positioning members to achieve business success through:

+ Core Services: *How- Primary group of organizational strengths that collectively add the most value for the greatest number of those served.*

SUPPORT

We provide impactful technology tools, resources and training, along with knowledgeable staff and leadership to assist members to be the best prepared practitioner.

EMPOWER

We are committed to elevating our members through upholding professional standards, education, leadership development and cultivating relationships and collaboration.

IMPACT

We foster strong communities through outreach, contributions and involvement.

ADVOCATE

We champion private property and homeownership rights for all and strengthen understanding of the value of a REALTOR®.

= Value Statement: *Succinct way to communicate your roadmap, methodology for adding value and what can be expected by those served.*

We think beyond today and adapt for tomorrow by positioning members to achieve business success through Support, Empowerment, Impact and Advocacy.

Core Operational Functions

Service and Support		Governance & Leadership Development		Communications and Engagement			
Fiscal Responsibility		Operational Excellence			MLS & Data Integrity		
Maintaining Ethical Standards		Fair Housing			DEI Education & Leadership Paths		
Internal Stakeholders				External Stakeholders			
Brokers	Agents	Affiliates	Staff	Consumers	Communities	Government Agencies	Organizations

NEAR-TERM FOCUS: *Priorities to enact the organization's Vision, establish ongoing processes, and continuously improve performance and culture.*

BROKERAGE PARTNERSHIP

Expand the Association's reach and impact by engaging brokerage leadership as key partners in communication, education and relationship-building. Leverage these relationships to more effectively demonstrate value and engage agents across diverse brokerage models.

MEMBER VALUE	<i>Strengthen and expand member understanding of PAAR's role, priorities and impact. Clearly communicate how Association initiatives, decisions and resources support members' businesses, represent their interests and reinforce PAAR's relevance and value in an evolving environment.</i>
ASSOCIATION TRUST & STABILITY	<i>Prioritize long-term organizational stability through sound financial stewardship, transparent operations and clear accountability. Maintain member confidence by being the trusted resource, aligning benefits, programs and revenue strategies with PAAR's mission and responsibilities.</i>
LOCAL ISSUES	<i>Proactively engage on local issues that align with our advocacy mission and policy positions – such as insurance, water, infrastructure and emerging local market dynamics. Through the Government Affairs program, we inform, support and represent members on issues that directly affect their businesses and clients.</i>
TECHNOLOGY ADVANCEMENT	<i>Regularly assess emerging tools and partnerships to ensure technology keeps pace with industry changes and supports business efficiency, growth and member expectations.</i>
MLS EVOLUTION	<i>Guide the Association through an evolving MLS landscape with clarity and continuity. Support and inform members as MLS relationships and requirements change.</i>