

PAAR Strategic Plan 2024-2025

Our Mission: We empower and equip members to achieve business success while providing unparalleled service to their clients and communities.



Advocate

PAAR advocates for private property rights and property ownership.

- Advocate for policies that promote homeownership, real estate investment, and other economic opportunities.
- Collaborate with business and community partners to champion fair housing initiatives and private property rights.
- Promote a culture of member participation and engagement in the REALTORS® Political Action Committee.
- Amplify awareness of and promote initiatives related to Diversity, Equity, and Inclusion (DEI) as well as Fair Housing within the real estate industry and the community.



Educate

PAAR equips members with the knowledge and tools to meet the evolving needs of the industry.

- Develop and implement comprehensive programs to equip new agents with the essential tools, knowledge, and resources needed to thrive and find success.
- Deliver training and education programs that address relevant, timely, and cutting-edge topics within the real estate industry to continually empower members with the knowledge and skills needed to excel.
- Foster a culture of mentorship by creating opportunities for experienced members to share knowledge with others in the association.



Impact

PAAR reaches, connects and empowers members to build stronger communities and advance the professionalism of the industry.

- Position PAAR as the leading authority for its members on emerging trends and legal developments impacting real estate, equipping them with access to up-to-date information and training.
- Position PAAR as the preeminent Voice for Real Estate in its community, promoting its expertise, advocacy, and value to the real estate industry and the public.
- Participate in philanthropic efforts and highlight REALTOR® contributions and involvement in the community.



Lead

PAAR continually cultivates future leaders and commits to the well-being of its members.

- Continuously identify, recruit and develop future leaders for the association.
- Strengthen connections between committee leaders, the leadership team, and board members within the association, fostering greater cohesiveness, collaboration, and the development of unified messaging and strategic initiatives.
- Develop a culture of member well-being within the association by proactively addressing the physical, mental, and professional needs of members, ensuring they have access to resources and support to achieve a balanced and fulfilling life.