



PAAR Strategic Plan 2026-2028

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

Priorities to enact the organization's Vision, establish ongoing processes, and continuously improve performance and culture.



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®.

Brokerage Partnerships

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

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.

Association Trust & Stability

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.

Local Issues

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.

Technology Advancement

Regularly assess emerging tools and partnerships to ensure technology keeps pace with industry changes and supports business efficiency, growth and member expectations.

MLS Evolution

Guide the Association through an evolving MLS landscape with clarity and continuity. Support and inform members as MLS relationships and requirements change.