



# STRATEGIC PLAN 2025

The Kent Washington Association of REALTORS'® mission is to inspire and empower our members to make a positive impact in the communities where we live and work.

## VALUE TO MEMBERS

We raise the bar collectively to provide a superior consumer experience by sharing ideas and employing best practices.

We educate our members in order for them to better articulate their value.

We innovate, identify, and implement new practices and technologies.

We assist our members in managing risk.

We provide a confidential and safe environment.

We are the source of sources, the dispatcher.

We recognize our members' accomplishments.

## PROFESSIONAL DEVELOPMENT

KWAOR is committed to the success of its members.

We optimize the success of our members by improving their skills & knowledge.

We encourage entrepreneurship through real estate as a career.

We create opportunities for new agents to grow and succeed.

We provide a venue for member support and resources.

We strongly promote and enforce the REALTOR® Code of Ethics and professional standards.

## ADVOCACY

We promote and defend private property rights.

We promote the value of our members.

We help influence the local, state, and national political process and regulations.

We are subject matter experts (SME).

We increase the response rate for Calls to Action.

We increase RPAC participation.

We collaborate with our affiliates and strategic partners.

## OPERATIONAL COMPASS

We will provide stewardship and oversight.

We will provide necessary financial and human resources to achieve the organizational purpose and goals.

We will measure and report outcomes and results to our members and stakeholders.

We will identify and employ non dues revenue sources.

We will promote and expand the REALTOR® and KWAOR brands.

### Leadership:

We will identify, attract, train, and mentor new leaders.

We will encourage leaders to serve on local, state, and national levels of the National Association of REALTORS® and various community organizations.

## COMMUNICATION & ENGAGEMENT

### REALTOR® to REALTOR®:

We provide two-way communication systems engaging multiple channels and mediums (i.e., broker, agent, YPN, global, and influencers).

We provide consistent and relevant communication to our members, specifically reach and engage them where they are.

We are a source for industry insights and information.

### The Public:

We communicate the value of REALTORS® to consumers, specifically licensee vs. REALTOR®.

We promote the REALTOR® Code of Ethics.

We communicate to consumers the impact of legislation and regulation on private property.

## COMMUNITY ENGAGEMENT

We build safer, stronger, inclusive neighborhoods by volunteering.

We improve consumer awareness of REALTORS® and REALTOR® value.

We celebrate REALTORS® as 'Good Neighbors.'

We partner with multicultural organizations to promote diversity, equity, inclusion, and Fair Housing, fostering a more inclusive culture across our industry.

# CORE VALUES

