

2022 - 2024



**Mission - NETAR empowers members to achieve success in real estate.**

**Vision - NETAR is the trusted source and voice for real estate in the communities our members serve.**

**Values - NETAR is Member Focused, Community Minded, Collaborative, Innovative, and Inclusive.**

#### Influence and Advocacy

NETAR advocates for private property rights, fair housing, and ownership in the communities we serve.

#### Representation

Cultivate relationships with elected officials, build coalitions with like-minded organizations. Consider appointing members to serve as liaisons to city and county governments.

#### Candidate Support

Using RPAC and RPIC, support candidates that protect property rights. Educate members on the importance of the REALTOR® Party, exceeding fundraising goals for the PAC to receive Triple Crown and the President's Awards.

#### State and National

Collaborate with TN REALTOR® and NAR to support a mutually beneficial government relations program.

#### Affordable Housing

Support affordable, accessible housing through promotion, education, and advocacy of the issues. Seek additional grants to support NETAR efforts.

#### Membership Value

NETAR provides superior customer service during members' careers through efficient and reliable delivery of services.

#### Member Engagement

Provide opportunities for member engagement in NETAR by offering unique events and platforms to connect peers at educational, social, and team building exercises.

#### MLS

Maintain the integrity of data and cutting-edge technology tools to deliver service excellence to members. Increase subscribers, and the annual dividends.

#### Diversity and Inclusion

Recognizing that diversity is a strength, NETAR will demonstrate and embrace diversity and inclusion as a core value.

#### Delivery of Value

Provide activities, support, and tools that enhance the success and cultivate leadership among our diverse membership.

#### Community Service

NETAR is recognized as the Voice of Real Estate™ and has a visible and positive impact in our communities.

#### Philanthropy

Identify an annual charitable endeavor that serves as a platform for REALTOR® involvement in the community. (Examples include Habitat for Humanity, Community Park Clean-Up, etc.)

#### Subsidiary Foundation

Study feasibility of creating a NETAR 501c3 foundation to expand REALTOR® impact in efforts such as affordable housing, disaster recovery, etc.

#### Brand Awareness

Encourage proper use of the NAR brands, elevating the public's understanding of the impact of REALTORS®.

#### REALTOR® Excellence

Promote NETAR's awards and recognitions to the public to highlight the contributions of REALTORS®.

#### Professional Development

NETAR provides professional development opportunities to support excellence, professionalism, and compliance.

#### Code of Ethics

Elevate member understanding and compliance with Professional Standards and Code of Ethics.

#### Education

Provide essential education to enhance members' professional careers. Rely on multiple platforms for delivering education.

#### Designations

Increase awareness and logistics of the NAR designations available for members to enhance competencies.

#### Awards and Recognitions

Encourage excellence by recognizing members for outstanding achievements.

#### Leadership

NETAR is a dynamic Association with sound finances and operations, dedicated volunteers, professional staff, and an efficient and effective governance structure.

#### Governance

Maintain a committed board of directors, with a pipeline of future leaders. Revamp the committee structure to align with strategic plan and to engage members in leadership.

#### Technology

Continue to invest in technology to stay ahead of the curve, serve our members, and support the functions of NETAR[2].

#### Professional Staff

Support our CEO and professional staff by providing ongoing development, tools, and a supportive working environment.

#### Financial Resources

Protect and maximize NETAR's current and future assets.