

2024 - 2026



**Mission - To advocate, to communicate, and to educate. (ACE)**

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

**Values - NETAR values integrity, professionalism, innovation, advocacy, technical proficiency, diversity, inclusiveness, being community-minded, and collaborative.**

**Influence and Advocacy**

**Advocacy**

NETAR advocates for private property rights, fair housing and, DEI initiatives.

**Affordable Housing**

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

**Representation**

Cultivate relationships with elected officials. Appoint members to serve as liaisons to city and county governments.

**Candidate Support**

Support candidates that protect property rights. Educate members on the importance of the Realtor Party and exceeding fundraising goals. Collaborate with TN Realtors and NAR to support a mutually beneficial governmental relations program.

**Government Affairs**

Educate members on the importance of financial investing in the real estate industry by funding RPAC initiatives.

**Economic Development**

Partner with like-minded organizations to further Economic Development in our region.

**Grants**

Utilize possible grants to extend our reach in community efforts, RPAC Fundraising, and in community efforts, RPAC Fundraising, and Professional Development.

**Membership Value**

**Customer Service**

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

**Delivery of Value**

Provide activities, support, and tools that enhance the success and cultivate leadership among our diverse membership. Continue to invest in technology to stay ahead of the curve, serve our members, and support the functions of NETAR.

**Communications**

NETAR has a comprehensive communications strategy for member, community, and media communications. NETAR communicates the value of our programs, products, services

**The Voice of Real Estate**

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

**Community Outreach**

**Philanthropy**

Identify a charitable endeavor that serves as a platform for Realtor involvement in the community. Through NETAR's philanthropic efforts, NETAR elevates the public understanding of the impact and benefits of partnering with REALTORS.

**Brand Awareness**

Encourage proper use of the NAR brands, elevating the public's understanding of the impact of REALTORS. Cultivate relationships with media providing useful and engaging real estate related information.

**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 core values and contributions that Realtors make in their communities. Encourage excellence by recognizing members for outstanding achievements.

**Professional Development**

**Skill Training**

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

**Code of Ethics and Fair Housing**

NETAR delivers and offers a spectrum of career-building training catering to the needs of all member audiences through a variety of delivery platforms.

**Recognition**

Increase awareness and logistics of NAR designations available to members to enhance competencies. Including C2EX, AHWD, and Fair Haven .

**Governance**

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

**Leadership**

**Professional Staff**

NETAR employs the talents of a superior CEO and professional staff to lead and manage our Association. Regionally competitive with professional development and employee compensation package.

**Financial Resources**

As good financial stewards, and with the advice of investment and financial professionals, NETAR has a long-term investment strategy to provide the checks and balances necessary to fund and support our strategic directions.

**MLS**

NETAR is a majority stakeholder in an MLS business that provides in the form of dividends and consulting fees, has integrity of shared data, and uses cutting - edge technology tools. NETAR has ownership of a Commercial MLS.

**Diversity and Inclusion**

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

**Commitment**

NETAR has a committed Board of Directors, that are visionary leaders who support and mentor others to engage in leadership opportunities.