



## **VISION**

*Idaho REALTORS® is the Voice for Real Estate, meeting the needs of the Idaho real estate industry, and through it, the broader community*

## **MISSION**

*Idaho REALTORS® promotes the business interests of its members, advances the high standards of business conduct expressed in the REALTOR® Code of Ethics, and protects private property rights*

## **CORE PRINCIPLES**

- 1. Proactive Engagement in the political/regulatory process is FUNDAMENTAL to promoting REALTORS® business interests and preserving private property rights*
- 2. Consistent Outreach to consumers to communicate the “REALTOR® Value” message is IMPERATIVE to ensure REALTORS® remain the Voice for Real Estate*
- 3. Cooperative Partnerships with Brokers, local REALTOR® associations and affiliated organizations are ESSENTIAL in delivering our services and communicating our value*
- 4. Demonstrated Commitment to the Code of Ethics and outstanding business conduct is CRUCIAL in reinforcing consumer trust and promoting a stable marketplace*

**A. OBJECTIVE -- ADVOCACY** Idaho REALTORS® is recognized as the leading advocate for property rights and real estate business interests in Idaho

- 1. GOAL:** Promote favorable legislation and aggressively oppose legislation harmful to REALTORS® business interests and private property rights

2. GOAL: Partner with local associations to implement outstanding statewide RPAC fundraising and grass-roots advocacy programs
3. GOAL: Actively engage key brokers and broker networks in grass-roots advocacy efforts
4. GOAL: Effectively communicate Idaho REALTORS® advocacy efforts to members

**B. OBJECTIVE -- CONSUMER ENGAGEMENT Consumers recognize and appreciate the positive contributions REALTORS® make to enhancing Idaho's quality of life**

1. GOAL: Create and consistently deliver a statewide branding/messaging program for consumers that demonstrates the value and benefits of utilizing REALTOR® services
2. GOAL: Create positive working relationships with other housing organizations to promote diversity, Fair Housing education and Equal Housing Opportunity
3. GOAL: Enhance and expand Idaho REALTORS® consumer engagement program in 2017

**C. OBJECTIVE -- BUSINESS SERVICES Members clearly understand the Idaho REALTORS® Value Proposition and fully appreciate how Idaho REALTORS® programs and services support their business success**

1. GOAL: Continually enhance the quality and improve the delivery of state-wide real estate forms
2. GOAL: Promote and advance the Code of Ethics throughout the membership
3. GOAL: Deliver outstanding educational, networking and leadership opportunities at regional and state-wide programs and events

**D. OBJECTIVE -- COMMUNICATIONS** Members clearly understand and fully appreciate how Idaho REALTORS® programs and services support their business success

1. Goal: Develop a comprehensive “member focused” communications program that is efficient, timely and highly effective
2. GOAL: Ensure that Idaho REALTORS® communications build trust by promoting openness, inclusiveness and reciprocal information sharing

**E. OBJECTIVE -- LEADERSHIP** Idaho REALTORS® develops and promotes highly-capable leaders for brokerages, associations and communities

1. Goal: Enhance the Leadership Academy to better identify, nurture and develop future leaders for local, state and national REALTOR® organizations
2. GOAL: Clearly define the roles of current NAR Directors and past Idaho REALTORS® leaders in enhancing services to members

**F. OBJECTIVE -- OPERATIONS** Idaho REALTORS® operations are high-quality, efficient and cost-effective

1. GOAL: Idaho REALTORS® staffing and operations will be proactive and strategic