



# STRATEGIC PLAN



North Dakota Association of REALTORS®

## WHO WE ARE

**The North Dakota Association of REALTORS® is an industry organization that works to advocate for the success of our members in partnership with our local Associations and the National Association of REALTORS®.**



## WHAT WE STAND FOR

**The North Dakota Association of REALTORS® is the trusted voice of real estate and the advocate for a better real estate future.**



## CORE VALUES

**Advocacy**

**Professional Development**

**Communications & Community Outreach**

**Governance**



## ADVOCACY

The ND ASSOCIATION OF REALTORS® is committed to the protection and preservation of the constitutional right of every individual to acquire, occupy, use and dispose of real property as he or she chooses within the law. We are further committed to the protection and preservation of the free enterprise system.

We will communicate and promote the value of RPAC and Issues Mobilization.

We will encourage and educate our members on the importance of, and increase participation in, Calls for Action at all levels.

We will monitor any industry relevant legislation.

Our Association supports Above The Line dues billing voluntarily.



## PROFESSIONAL DEVELOPMENT

We will offer education to all members on the value of REALTOR® integrity and development.

We will offer relevant technology, education, and tools to enhance and protect members' business.

We will collaborate to advocate for diversity, equity, and inclusion in real estate.

We will promote the broker involvement program.



## COMMUNICATIONS & COMMUNITY OUTREACH

We will be active members in our communities, both through community service and by being a trusted voice of real estate and an advocate for a better real estate future.

We will increase members' understanding of the value of NAR, NDAR, and local associations.

We will communicate the value of REALTORS®.

We will explore additional benefits for members.

We will continue to evolve and adapt the communications process for the benefit of our members.

We will provide and support charitable causes.



## GOVERNANCE

NDAR operates a fiscally responsible business that is future focused, service driven, and growth oriented.

We have strong policies in place to ensure the integrity of NDAR.

We persist with ongoing evaluation of non-dues revenue and investment opportunities.

We will collaborate with the local associations to retrieve relevant and useful data to leverage talents of members.