



RRAR Strategic Plan 2025

Mission

Going above and beyond for every member.

Advocacy

- Educate members and create processes for developing, communicating and effectively advocating public policy positions to members and consumers.
- Educate RRAR members and promote the value of RPAC
- Participate in and influence public policy as related to real property rights, while cultivating community partnerships
- Advocate for and promote fair and affordable housing initiatives that support expansion of diversity, equity and inclusionary efforts.

Consumer Outreach

- RRAR is the Voice for Real Estate in the Ken-Tenn area
- Promote REALTOR® value and highlight the engagement of the association and its members in the community.
- RRAR is committed to investing in the communities in northwest Tennessee and southwestern Kentucky

Governance, Operations, Training

- Committed to upholding the REALTOR® Code of Ethics and Fair Housing training by recording member compliance. RRAR will continue the partnership with the state association to administer Professional Standards.
- Provide professional development and programs for members, leadership, and staff
- Identify, encourage, and train RRAR leaders to enable them to contribute and serve their organization and communities.
- Maintain organizational structure, corporate documents, governance policies, and leadership policies to ensure the future success and health of RRAR.
- Elevate member experience by providing how the association positively impacts the member's business
- RRAR will cultivate safe spaces in order to amplify, celebrate, and embrace the unique makeup of every individual so every voice is heard.

Technology

- Effectively communicate with its membership.
- Maintain membership records in M1 and update within one week of receipt.
- Ensure that services to members can be provided by virtual means.
- Maintain a cybersecurity policy to protect member and staff data.

Financial Solvency

- Review and affirm financial reporting policies
- Continue annual CPA financial review process and provide documentation to NAR of review completion

THAT'S WHO WE 

RRAR Strategic Plan

Advocacy

- Support the Tennessee REALTORS®/NAR RPAC campaigns; provide and distribute information on the value of RPAC through newsletter, email, member meetings/events, invest button on password-protected MLS homepage; above the line Fair Share included on annual dues billing.
- Participate and Promote NAR and Tennessee REALTORS® Calls for Action through emails, social media, MLS homepage, and the RRAR website.
- Maintain enrollment in TN Secretary of State's Your Vote Matters Program
 - To promote voting deadlines, polling place locations, voter registration
- Continue promotion of Broker Involvement Program participation through email communications and membership meetings
- Encourage members to sign up for REALTOR® Party Mobile Alerts - RPMA
- Distribute **On Common Ground** to local officials
- Provide professional development opportunities about diversity, equity, and inclusion for our staff, board, and members, which may include
 - Fair housing training
 - At Home with Diversity (AHWD®) course
 - Bias Override training

Consumer Outreach

- RRAR is the voice for real estate for members and the public in the communities we serve.
- Promote REALTOR® value and highlight the engagement of the association and its members in the community.
- RRAR is committed to investing in the communities in northwest Tennessee and southwestern Kentucky
 - RRAR's Window of Opportunity Program. Donations to local chapters of Habitat for Humanity *since 2003*

Governance, Operations and Training

- RRAR presents and promotes the NAR Code of Ethics to all members.
- RRAR provides professional development courses and experiences for all members.
- RRAR maintains access to legal counsel
- RRAR maintains Governing Documents that are compliant with NAR's mandatory policies.
- RRAR maintains corporate documents & files taxes timely; recertifies Registered Agent/Corporate Report with the state annually
- RRAR will annually adopt a strategic plan, ensuring all components are included Advocacy; Consumer Outreach; DEI; Fair Housing; and other actionable implementation strategies

RRAR Strategic Plan

- Chief staff will complete at least 6 hours of training annually
- RRAR promotes to members the importance of participation in NAR-conducted efforts
- RRAR is committed to the professional development of each member and will continue to offer at least ONE (1) professional development opportunity to the RRAR membership
- Member safety is important, RRAR will promote a member Safety program/class annually
- RRAR will continue to promote NAR's Leadership 100 training program, and other leadership training opportunities, to current and future leaders, including Assessment and encouragement of DEI; Education, understanding and awareness of the Core Standards; Understanding of the roles and responsibilities of staff and volunteer leaders as outlined in the President/Chief Staff Executive Checklist.
- RRAR will annually conduct a performance review of the association executive in the last quarter of the year.
- Maintain policies concerning antitrust, harassment, conflict of interest, confidentiality, Code of Conduct, whistleblower, etc., and upload them to the Core Standards Certification Form and offer a minimum of one hour of training on these polices for elected leadership.
- RRAR will cultivate a safe spaces that amplifies, celebrates, and embraces the unique makeup of every individual, no matter ethnic background, sexual orientation, body type, physical ability, or economic status.
- RRAR will promote <https://fairhaven.realtor/> - the interactive training simulation that helps agents identify, confront discrimination in homebuying.
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Technology

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- RRAR will maintain a cybersecurity policy to protect member and staff data.

Financial Solvency

- RRAR will review and affirm financial reporting policies
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