

# RRAR Strategic Plan 2026

## 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

## Mission

The Reelfoot Regional Association of Realtors endeavors to enhance the success of its members in the real estate industry by providing advocacy, education, information, and support services. RRAR is committed to its communities by promoting professionalism and protecting private property rights.

