2025-26 Strategic Plan

Mission: The purpose of the Abilene Association of REALTORS® is to be the trusted voice in our community through cooperation, professionalism and advocacy.

Member Success

Goal: Create a culture that enhances opportunities for success through professional development programs, resources and services.

Strategies:

- Provide tools and training to enhance member knowledge, proficiency, and utilization of the MLS.
- Be a REALTOR® source for training on business etiquette, professionalism, changes in technology,and real estate specialties.
- Expand delivery of information to members on their responsibilities and accountability for compliance with rules, regulations, standards and ethics.
- Encourage and promote the benefits of in person education and attendance at meetings and events.
- Communicate the availability of association staff as a resource to members.

Member Engagement

Goal: Encourage member cooperation and involvement through the identification and cultivation of leaders, diversified communication platforms, member outreach efforts, and focus groups.

Strategies:

- Engage key brokerage leaders to demonstrate association value and encourage participation.
- Engage new members in an effort to identify and cultivate future leaders.
- Embrace diversity with a focus on generational and cultural initiatives that enhance membership involvement and leadership opportunities.
- Utilize concise, regular member surveys to maintain knowledge of member needs and expectations.
- Evaluate the association's bylaws and standard operating procedures, including its governance structure and election process, and amend as necessary to ensure maximum efficiency and member responsiveness.
- Leverage collaborative partnerships with industry related groups.
- Create digital opportunities to learn about association member tools and resources.
- Communicate valuable takeaways from member meetings through social media.
- Demonstrate the value of participation in NAR and Texas REALTORS® governance and events through engagement and reporting of knowledge, skills and industry developments gleaned through attendance.
- Educate members on policy positions of the REALTOR® organization at all levels, including promotion of fair housing.

Advocacy

Goal: Maximize the culture of advocacy as a unified voice for the protection of private property rights, Fair Housing, and Diversity.

Strategies:

- Engage members and consumers in political, legislative and regulatory advocacy efforts of REALTOR® -supported initiatives.
- Empower leadership and appropriate committees to understand and utilize TREPAC funds and REALTOR® Party resources.
- Enhance participation and support of TREPAC through member education on its value.
- Advocate for and promote fair housing initiatives that support expansion of diversity and inclusionary efforts.

Consumer Relations

Goal: Recognize the importance of the consumer to the future of real estate through enhanced association outreach activities.

Strategies:

- Be the public voice for real estate in the Abilene market area through communication of market statistics, trends, legislative and political positions.
- Utilize a consumer- focused marketing to promote the value of using a REALTOR®.
- Promote and encourage REALTOR® involvement in quality-of-life related community activities.
- Provide educational resources that focus on evolving consumer expectations, choices, and industry trends.

ABILENE ASSOCIATION of REALTORS®