

2020-2022 STRATEGIC PRIORITIES



OREGON
ASSOCIATION
OF REALTORS®

MISSION

We unify and serve our members and local associations providing the resources and tools for their success.

VISION

The REALTOR® is the trusted source for all things real estate.

STRATEGIC PRIORITIES

BETTER

Advance the proficiency and professionalism of Oregon REALTORS®.

Oregon REALTORS® are on a mission to improve core proficiency performance through communication, training and engaging with members at all levels. OAR will host bi-annual forums to share key political, legal and organizational information with all members.

STRONGER

Expand Oregon REALTORS® political strength in the Capitol and to all corners of the state.

OAR will develop a Key Constituent training program, promote resource tools and create guides for assistance with procurement of NAR grants. Support REALTOR® friendly candidates advocating for private property rights.

LEAD

Advance the strategic leadership culture which exists within OAR.

Continue to develop well-trained current and future leaders that understand how to lead a strategically focused organization. OAR will offer enhanced leadership training, certification programs, and Principal Broker engagement.

SUPPORT

Increase member engagement and involvement with OAR.

OAR will be the go-to source for information and services. OAR will continue to promote and enhance our value proposition to recruit engaged and well-informed members.

CONNECT

Use state of the art techniques and tools to obtain, organize and analyze accurate and relevant information.

OAR will focus on understanding the changing demographics of our membership in order to deliver relevant content and services.