

2020-2022 STRATEGIC PRIORITIES



MISSION

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

VISION

Oregon REALTORS® is the trusted source for all things real estate.

BETTER

Advance the proficiency, inclusivity, and professionalism of Oregon REALTORS®.

Oregon REALTORS® is on a mission to improve core proficiency performance through communication, training, and engaging with members at all levels. Oregon REALTORS® will host bi-annual forums through multiple platforms 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.

Oregon REALTORS® will continue to develop and maintain a Key Constituent program, promote resource tools and create guides for assistance with procurement of NAR grants. Support REALTOR® friendly candidates advocating for private property rights, homeownership opportunities, and accessibility.

LEAD

Advance the strategic leadership culture within Oregon REALTORS® to include increased representation of our diverse membership in leadership positions.

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

SUPPORT

Increase member engagement and involvement with Oregon REALTORS®.

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

UNDERSTAND

Better understand our membership by obtaining, organizing, and analyzing accurate data.

Oregon REALTORS® will focus on the changing demographics of our membership in order to deliver relevant content and services and inform our members.

INCLUDE

Oregon REALTORS® is committed to elevating diversity, inclusivity, and fair-housing advocacy.

Oregon REALTORS® will enhance the sense of belonging within the organization for members from underserved identities through leadership opportunities, mentorship, intentional programming, and partnerships with local groups.