



BRIDGE
ASSOCIATION OF REALTORS®

2026 - 2028

STRATEGIC PLAN



— MISSION —

RAISING REALTOR® EXCELLENCE AND UPLIFTING OUR COMMUNITIES.

— VISION —

**EMPOWERING HOMEOWNERSHIP, PROTECTING PROPERTY RIGHTS
AND ADVANCING REALTOR® PROFESSIONALISM.**

PILLARS & STRATEGIC GOALS



MEMBER EXCELLENCE

*Promote Professionalism,
Education & Business
Resources*



MEMBER ENGAGEMENT

*Foster Networking
& Volunteer
Opportunities*



ORGANIZATIONAL EXCELLENCE

*Ensure Effective
Operations &
Sound Governance*



COMMUNITY IMPACT

*Advocate for Housing
Opportunities
& Legislative Advocacy*

“Make no small plans; they have no magic to stir man’s blood and probably themselves will not be realized. Make big plans; make them high in hope and work...” Daniel Burnham