



BRIDGE
ASSOCIATION OF REALTORS®

Strategic Plan 2021 - 2023

Mission: Supporting REALTOR® excellence and serving our communities.

Vision: Dedicated to supporting access to housing, homeownership, and preserving property rights.

ADVOCACY

Speaking with one voice for housing and property rights.

HOUSING:

Promote access and affordability through advocacy.

POLICY DEVELOPMENT:

Keep members informed of regulations and compliance.

GOVERNMENT RELATIONS:

Work with CAR and NAR to influence government and maintain a robust REALTOR® Action Fund.

COMMITTEES:

Affiliates, Climate Action, Diversity, Equity & Inclusion, Housing, Local Government Relations, REALTOR® Action Fund, and REALTOR® Resources for Seniors.

ENGAGEMENT

Supporting REALTOR® profitability and success.

VALUE:

Maintain highly relevant benefits and services, evaluating to enhance or eliminate programs wasting resources.

MARKETING MEETINGS:

Evaluate and revamp to enhance purpose, especially considering environment of COVID.

MLS:

Provide subscribers with accuracy and evolving cutting-edge tools.

COMMITTEES:

Affiliates, Climate Action, Education & Technology, MLS, and YPN.

PROFESSIONALISM

Elevating professional standards and competencies.

ACCESS:

Ensure members have accessible and affordable education to enhance integrity and competencies of transactions.

PROFESSIONAL STANDARDS:

Provide the essential training to support ethical compliance and professional standards.

SUPPORT:

Provide intuitive support for members' questions, concerns and compliance through training and efficient access to staff.

COMMITTEES:

Affiliates, Climate Action, Education & Technology, Forms, MLS, and Pro Standards.

COMMUNITY

Facilitating connections between members and committees.

SOCIAL RESPONSIBILITY:

Facilitate opportunities to engage members through volunteer initiatives.

PUBLIC UNDERSTANDING:

Increase awareness of real estate issues, public policy and the professional standing of REALTORS®.

REALTOR® COMMUNITY:

Provide opportunities to maintain diversity & inclusive approaches to maximizing member engagement.

COMMITTEES:

Affiliates, Climate Action, Community Foundation, Diversity, Equity & Inclusion, Education & Technology, Housing, and REALTOR® Resources for Seniors.

LEADERSHIP

Maintaining a world class association through leadership and stewardship.

LEADERSHIP:

Offer leadership training and board support to develop leaders for Bridge AOR and community boards.

RESOURCES:

Protect the assets and build reliable revenue streams; precautions of carbon footprint.

TECHNOLOGY:

Increase investment in technology to support member service, education, communications and AOR functions.

COMMITTEES:

Budget, Diversity, Equity & Inclusion, Installation, Leadership T/F, and Nominations.