



Strategic Plan “2020 Vision” (2018-2020)

Our Mission

Harford County Association of REALTORS® provides its members with resources that enable them to conduct business professionally while promoting the values and benefits for local communities to use the services of our REALTORS®.

Our Vision

Harford County Association of REALTORS® will be the leading voice for home ownership, the real estate industry and those issues that affect our association members, while enhancing the REALTOR® image in our community.

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Advocate

Continue to build a positive & proactive relationship with lawmakers and represent the real estate industry as THE most trusted and authoritative voice.

We will:

- Make members aware of REALTOR® Party programs
- Maximize the Government Affairs Director as liaison between Harford County Association of REALTORS® and elected officials
- Continue relationships with national, state, and local REALTORS® to provide stronger advocacy efforts.



Community

Engage members with effective programs, services, products and events that establish and validate member value to heighten career advancement.

We will:

- Create a “Team” between Harford County Association of REALTORS® and Brokers.
- Provide Continuing and Professional Enhancement Education
- Identify member needs to ensure gaps of service is minimized and successes are maximized



Growth

Provide guidance for the future all the while reviewing the past to ensure the direction of Harford County Association of REALTORS® is moving in a positive direction.

We will:

- Elect a Board of Directors to ensure all activities are in line with national & state requirements
- Stay abreast and inform members of industry trends and best practices
- Provide opportunities for professional and leadership development of members



Standards

Work in unison to cultivate an environment of community and stay abreast of industry changes.

We will:

- Strive to exceed Core Standards
- Acknowledge member contributions to the industry and Harford County Association of REALTORS®
- Enhance the relationships with Affiliate Members to cultivate professionalism in the industry



Communicate

Provide timely & accurate information to members and the public through available platforms to enhance the perception of the REALTOR® brand.

We will:

- Be the “Voice for Real Estate” to the public
- Use multiple mediums to dispense relative information about real estate
- Raise the REALTOR® profile to community investment that benefits the public