

VISION

The Navarre Area Board of REALTORS® is the leading force for professionals in the real estate industry.

MISSION

To our REALTOR® members, every reasonable service, product and amenity which will enhance and/or promote their real estate careers.
To our neighbors, it's participation, physically and monetarily, in the advancement and promotion of our community.
To the public, it's free bi-directional exchange of information related to the conduct of real property sales and real property ownership.

VALUES

Transparency & professionalism in all we do: We model ethical behavior. We do the right thing, always. We appropriately question actions inconsistent with our core values. We make honesty and transparency the foundation for all actions. We are accountable at all levels. We avoid the appearance of impropriety.



STRATEGIC PLAN

OVERVIEW

OUR CORE STANDARDS	VALUE DRIVEN EXCEPTIONAL MEMBERSHIP SERVICES	A CONTINUUM OF LEADERSHIP	COLLABORATIVE COMMUNITY OUTREACH	EFFECTIVE ADVOCACY	UNEQUIVOCAL VOICE OF REAL ESTATE
MESSAGE NABOR's strategic goals are to:	Agents are professional, educated, ethical practitioners of the highest standards in the real estate profession	Brokerages are committed to providing leadership roles in training, professional standards to agents and educating consumers in all areas of real estate Encourage, support & train our members to serve in leadership positions, both internally & externally	Consumers are informed and confident in utilizing the benefits of REALTOR® services	Government officials support the Association's position on all issues through involvement and support of the membership	Technology enables members to provide cutting edge services through education and efficient, accurate information for customers
OUTCOME	Awareness, recognition and power of the REALTOR® brand: Our members are recognized as the local authority in real estate and practice with knowledge and confidence	Members leadership skills are honed: The future of the organization and the REALTOR® brand is protected. Our members interests are always best served	We are invested where we live, work and play: Our community thrives because we're in it	Private property rights are protected. Our members prosper from business friendly conditions	We are the trusted source for all matters pertaining to real estate & private property rights
ACTIONS	<ul style="list-style-type: none"> Expand, develop and market member (new and existing) educational opportunities Emphasize the Code of Ethics and common courtesies in all aspects of training (MLS, Supra, & educational classes) Utilize formal educational training as a mechanism to impose sanctions for violations Instruct the benefits of commitment to professionalism Develop and implement Risk Management classes to cover agent liabilities and independent contractor issues Implement standards of business practice Educate agents on the responsibilities and liabilities of a broker Promote District 9 Calendar of education/events. Offer Leadership Development, COE classes. Create a sense of community among members through networking. 	<ul style="list-style-type: none"> Explore concept of a Broker Retreat to cover risk management, profitability, advertising, intellectual property, independent contractor agreements, policies and procedures, association structure, and common courtesies Implement ongoing training for brokers Develop motivational training for brokers (train the trainer) Encourage on-going in house training Instruct the benefits of commitment to professionalism Provide examples of policy and procedure manuals (FR/NAR created) Encourage brokers to utilize association training, MLS Bulletin Board, MLS Homepage Repeatedly ask for volunteers Conduct broker visits to ask brokers how association can help. 	<ul style="list-style-type: none"> Expand the public relations program to educate consumers/homebuyer seminar, etc. Maintain a public website to encourage buying in the current market and using a Realtor Explore further marketing possibilities with local media Interject multigenerational issues into all aspects of training Promote private property rights Advocate community support by members Train members on how to educate consumers on benefits of using a REALTOR® Support local charities. 	<ul style="list-style-type: none"> Inform membership of need for involvement in governmental issues and RPAC Develop a proactive approach to political issues on a local, state and national basis by having a set of defined goals and objectives Create a local call for action program Educate members on use of call for action Invite government officials to more functions. 	<ul style="list-style-type: none"> Develop and promote virtual training classes/class room Emphasize continuous teaching of new technologies Develop educational training tracts specifically for each generation Explore current MLS trends for functionality and exposure Improve accuracy and reliability of information resources Promote the NABOR website as a member information resource