

# Strategic Plan

Implemented 2023

## Advocacy & Government Affairs

1. Support and promote consumer protection, private property rights and housing for all
2. Increase member awareness and understanding of RPAC and Issues Mobilization to further investments and participation
3. Utilize RPAC distribution to financially support and/or endorse candidates who champion the real estate industry
4. Educate lawmakers on issues affecting the real estate industry
5. Contribute to community initiatives for growth

## Member Engagement

1. Host networking and educational events for members and business partners
2. Educate and engage brokers through quarterly meetings
3. Create pathways for opportunities and involvement through development and execution of YPN and LEAD programs

## Outreach

1. Communicate relevant and timely information to members
2. Emphasize the value of “R” to members and consumers through community involvement and education
3. Collaborate with outside industries to accomplish common goals

## Professionalism

1. Supply resources to add value to members' careers and encourage best practices for success
2. Promote and provide instruction on the REALTOR® Code of Ethics and empower members to conduct their businesses consistent with the Code of Ethics and Fair Housing principles
3. Provide education and advocacy for all, including components to advance diversity, equity, and inclusion (DEI)

## MLS

1. Grow our subscribers and our MLS by implementing advanced technology and tools
2. Administer training and education to promote the value of MLS tools and data
3. Regulate and maintain the most accurate data source for industry use and consumer protection

## Implementation Plan

FMR Board of Directors reviews its plans on an on-going and as needed basis, including assigning and monitoring plan components to appropriate committees, task forces, or the board itself.

## OUR MISSION

FM REALTORS® exists to:

- PROTECT the rights of individual real estate ownership and the real estate industry,
- PROVIDE the products and services that enhance the REALTOR®'s value in the real estate transaction,
- PROMOTE and enforce the REALTOR® Code of Ethics.

## VISION STATEMENT

FM REALTORS® provides our valued members innovative opportunities to achieve success and elevate our presence within the community.

## VALUE PROPOSITION

### A Strong Foundation for Your Success

Empowering real estate professionals with key benefits, cutting-edge tools, and exceptional service, with a commitment to fostering more vibrant communities.

## OUR VALUES

We are **MEMBER FOCUSED**  
We Strive for **EXCELLENCE**  
We are **INCLUSIVE**  
We **GIVE BACK**  
We are **LEADERS**