

STRATEGIC PLAN



MISSION

The Mission of the Mountain Lakes Board of Realtors (MLBOR) is to provide service, education and support to its REALTOR® members; to be a community of influence for the advancement of real property rights; and to promote a positive REALTOR® image by being active and engaged in the community.



ADVOCACY

Following NAR's "Vote Act Invest" program, MLBOR will be seen by its members, the public media, elected and appointed officials as the leading advocate for private property ownership.



CONSUMER OUTREACH

Mountain Lakes Board of Realtors® is recognized for the value to the community based upon its significant community outreach.



DIVERSITY, EQUITY & INCLUSION

Mountain Lakes Board of Realtors® fosters a culture where diversity and inclusion are integrated into our core values. We are committed to equally serve all of our members as they fulfill the dream of home and property ownership in America.



FAIR HOUSING

MLBOR will support all members in offering equal professional service without regard to the race, color, religion, gender (sex), disability (handicap), familial status, national origin, sexual orientation or gender identity of any prospective client, customer, or of the residents of any community.



MEMBER SERVICES

MLBOR is recognized for providing superior membership value based upon its high quality of customer service and valuable relevant services to its members.