

Strategic Plan: The **Mission** of the Mountain Lakes Board of REALTORS® is to provide exceptional service, education, and support to its REALTOR® members. The Board strives to be a community leader in advancing real property rights, promoting diversity, equity, and inclusion, and ensuring the well-being of our communities. We are dedicated to fostering a positive REALTOR® image through active community engagement and to achieving operational excellence as an Association.



				
CONSUMER OUTREACH To be recognized for its value to the community based upon its significant community outreach. Educate and engage consumers on real estate issues. ➤ Continuing support of the community events; scholarship program ➤ Consider grant programs offered by NCR and NAR ➤ Promote REALTOR® involvement in community-enhancement activities	ADVOCACY Encourage all members to vote, act and invest at all levels. To be seen by its members, the public, media, elected and appointed officials as the leading advocate for private property rights and real property ownership. ➤ Promote RPAC membership participation ➤ Support private property rights, housing and real property ownership by engaging in the grassroots political process	DIVERSITY, EQUITY & INCLUSION To promote DEI within the Association by creating inclusive opportunities for all our members to become involved and active with the association. ➤ Strive to improve racial and gender diversity in our line-up of speakers in meetings ➤ Foster a more welcoming culture and membership engagement efforts at all events	LEADERSHIP & COLLABORATION Identify, develop and empower a group of future leaders who embody our core values while driving forward innovation and ethical standards in real estate. ➤ Each leader will identify at least one other member to replace them in their respective position. ➤ Launch a Future Leaders Program.	MEMBER SERVICES Continue to be recognized for providing superior membership value based upon its high-quality customer service and valuable, relevant services to its members. ➤ Provide regular opportunities for networking and member interaction ➤ Expand accredited education opportunities