Tuscaloosa Association of REALTORS®

2025-2028 Strategic Plan

Mission Statement: *The Tuscaloosa Association of REALTORS® exists to elevate the professionalism and ethical standards of our members, strengthen the community in which we live and work, and advocate for private property rights and homeownership.*

Advocacy

Engage our members to maximize the effectiveness of the Association's advocacy efforts.

Strategic Goals:

- Educate our members on our policy positions and how they impact consumers and REALTORS®.
- Develop meaningful relationships with local officials.
- Create processes for developing, communicating and effectively advocating public policy positions to members and consumers.
- Seek opportunities to create coalitions with other organizations in the community to help advance our advocacy efforts.
- Educate members on the value of ARPAC and its impact on the real estate profession, community and their businesses.
- Advocate for and promote Fair Housing initiatives that support expansion of diversity, equity and inclusionary efforts.

Consumer and Community Outreach

Be the real estate resource for promoting the value that REALTORS® bring to a real estate transaction and to the community that we serve.

Strategic Goals:

- Brand Promotion: Communicate and educate the value of the REALTOR® brand to the consumer.
- Expand partnerships and involvement in the community to showcase the value and contributions of REALTORS®.
- Showcase the knowledge and market expertise that the REALTORS® provide to the community.
- Promote the Tuscaloosa Association of REALTORS® as a professional and diverse association that serves the local community.
- Utilize data resources and information that the consumer expects to know about real estate and the market.
- Demonstrate the value of the REALTOR® impact on the community through philanthropic endeavors, volunteerism and participation in and support of local charitable organizations.

Member Services and Engagement

Increase knowledge and value of member services and create a member experience which enhances the relevance of the Association.

Strategic Goals:

- Engage with members to encourage involvement and participation.
- Educate members on opportunities and services provided by the Association to promote the value of membership in the Association.
- Identify and develop future leaders for the Association to enhance innovation and the diversity of our leadership.
- Promote the value of the WAMLS to REALTORS® and consumers as a resource for local residential, commercial, and real estate expertise.
- Identify opportunities to utilize new products and technologies to provide services that will maximize the benefit to members and consumers.
- Proactively position the WAMLS to advance collaborative efforts to maintain the highest level of technology for Subscribers.

Professionalism & Education

Be a valued resource for developing competency, professionalism, and high ethical standards among REALTORS®.

Strategic Goals:

- Provide professional development opportunities to enhance success that elevate job performance, professionalism and competence.
- Be a resource for advancing REALTOR® technology knowledge to better meet expectations of consumers and clients.
- Address and promote the importance of professionalism to define "Who We R®".
- Provide multiple methods for the delivery of professional development opportunities.
- Utilize cooperative partnerships for offering designation, certification and skills-based programs to engage more members in professional development opportunities.
- Partner with Brokers to help facilitate agent growth and development.