

Our Mission

We exist to provide outstanding services and leadership to help our members be successful and profitable in real estate.

Vision - We are the trusted voice in real estate, providing education and services, advocating on behalf of our members and the public we serve.

Strategic Goal

Member Professionalism & Engagement

Focus on membership professionalism & creating a connection with the members by delivering service & value

Strategies:

- Position the member at the front of everything
- Promote Professional Growth & Development training
- Advocate members' ethical obligations
- Afford Professional Standards & Code of Ethics enforcement
- Provide & promote member programs & services
- Provide diversity training & awareness
- Equip staff to be knowledgeable & provide first rate customer service

Strategic Goal

Enhance Consumer Outreach & Community Involvement

We will focus on increasing Public Relations/Communication efforts to both members and consumers and position Greater Piedmont to be influential in the local communities.

Strategies:

- Promote the REALTOR® Brand
- Be the "Voice of Real Estate"
- Engage the public in our advocacy efforts
- Expand Visibility in Community Involvement
- Invest in our community
- Promote Fair Housing Month (April) & Home Ownership Month (June)

Strategic Goal

Cultivate Partnerships

Focus our efforts on effectively communicating with members to gain support for the efforts of the Association.

Strategies:

- Effective membership communications
- Identify & develop future leaders to enhance innovation & diversity
- Nurture relationships with local media
- Broker engagement/partnership

Strategic Goal

Engage Members in Advocacy

Be a leader in RPAC locally and at the state level; utilize member services to remain influential and further the business interests of our members and the Association.

Strategies:

- Above the line dues billing efforts
- Educate & Promote the value of RPAC
- Improve VAR-NAR Calls For Action
- Enhance RPAC Advocacy
- Advocate & promote Fair Housing Initiatives
- Effective utilization of our Government Affairs Director