



Strategic Plan (2022 – 2025) Updated April, 2022

VISION Alaska REALTORS® creates a positive real estate business environment by promoting and protecting its members, real property ownership and private property rights.

MISSION Alaska REALTORS® is the voice for real estate in Alaska.

CORE PURPOSES Unify  Advocate  Educate  Communicate  Operational Excellence

ENVISIONED FUTURE (2025): To unify, advocate, educate, communicate, and achieve organizational excellence, Alaska REALTORS® will pursue five specific Strategic Goals:

Strategic Goal A – Unify: *Unite REALTORS® across Alaska to strengthen the real estate industry, expand networking and educational opportunities, and increase political effectiveness.*

Strategic Goal B – Advocate: *Enhance the REALTOR® political network to beneficially influence laws and regulation affecting Alaska real estate practitioners and private property rights.*

Strategic Goal C – Educate: *Elevate the professional conduct and ethical standards of REALTORS® and Brokerages in Alaska.*

Strategic Goal D – Communicate: *Engage members and consumers by promoting the value of utilizing REALTOR® services, and communicating the positive benefits of REALTOR® participation in public policy and enhancing local communities.*

Strategic Goal E – Achieve Operational Excellence: *Through continued oversight ensure a strong Alaska REALTOR® organizational structure and governance, creating effective volunteer leadership, superior staff management and long-term fiscal strength.*