

Boise Regional REALTORS® champions real estate, elevates professionalism, and empowers the success of those we serve by focusing on advocacy, education, and connections

 EVOLVE	 ENGAGE	 ADVOCATE	 ALIGN	 ADAPT
<p>Develop dynamic education experiences and awareness campaigns informed by evolving real estate best practices</p>	<p>Execute a revitalized targeted communication and outreach plan to increase member engagement highlighting core services</p>	<p>Create and promote a proactive advocacy plan to identify and influence vital real estate industry issues</p>	<p>Evaluate and enhance strategies and organizational relationships with the REALTORS® Community Foundation and MLS</p>	<p>Explore alternative revenue and service models to strengthen the association's leadership role and financial standing</p>
<p>Empower members and consumers with cutting-edge knowledge and information to successfully adapt to industry changes</p>	<p>Strengthen member connections and engagement by effectively showcasing the association's value and services</p>	<p>Position the association as a trusted leader and advocate for the real estate industry on critical business issues and practices</p>	<p>Foster stronger partnerships and alignment to maximize collective impact and support member needs</p>	<p>Ensure long-term sustainability and growth by diversifying revenue streams and expanding practitioner-focused services</p>
<ul style="list-style-type: none"> • Stay competitive – Keep up with industry trends and best practices. • Build confidence – Strengthen your expertise to better serve clients. • Grow your business – Win more listings and increase your earnings. • Reduce risk – Stay compliant and avoid costly mistakes. • Get exclusive education – Access timely, relevant, and local training. 	<ul style="list-style-type: none"> • Save time and money – Get the tools/updates that make business easier. • Stay informed – Receive timely advocacy, education, and market updates. • Have your voice heard – Share input and shape the association's direction. • Make connections – Build relationships that strengthen your business. • Know your benefits – Clearly see the value of your membership. 	<ul style="list-style-type: none"> • Shape your industry – Influence policies that support your success. • Industry focused input – REALTORS® daily realities are heard in real estate decisions. • Expanded housing activity – Strengthen homeownership and business growth. • Stay ahead – Get critical industry updates before they impact you. • Drive real estate forward – Unity creates real change. 	<ul style="list-style-type: none"> • Simplify your business – Clearer MLS and BRR roles reduce confusion. • Expand opportunities – Better collaboration means more accessible resources. • Stay connected – Build relationships that support your success. • Be in the know – Gain clarity on key industry partnerships. 	<ul style="list-style-type: none"> • More resources for you – Extra revenue means better tools, education, and services. • Potential cost savings – New income streams could reduce dues and fees. • Stronger industry support – A financially stable association means better advocacy and leadership. • Expanded business opportunities – Gain access to new services, tools, and marketing options.

ADVOCACY

WE WILL: Advocate for policies and initiatives that advance private property rights, housing accessibility, industry best practices, and the overall quality of life in our communities

EDUCATION

WE WILL: Serve as the pinnacle provider of career and professional development resources, through a focus on emerging trends, industry best practices, and ethical standards

CONNECTIONS

WE WILL: Foster community connections and provide access to tools and resources that enable members to be local market experts, consumer advocates, and community leaders