

Strategic Plan 2020 - 2022

MISSION: HGAR creates opportunities for members to grow their businesses and succeed in their communities.

VISION: HGAR empowers Realtors to be their Best.



ADVOCACY

- Develop REALTOR leadership to advocate for and collaborate with the public, consumers, and other allied organizations to protect real property rights through legislative and other means.
- Advocate for REALTOR issues at National, State and Local levels.
- Communicate the value of REALTORS to consumers.
- Support and promote our communities and neighborhoods.
- Champion Fair Housing.



LEADERSHIP

- Engage, empower and motivate our REALTOR members.
- Identify, cultivate and support future leaders: visionaries and implementers.
- Hire, enhance and retain the best staff and team.
- Establish efficient leadership structure to enable nimble organizational decision making.
- Influence and lead policy initiatives on state and national level.
- Create and maintain strategic partnerships.
- Commit to providing a superior experience for our REALTOR members.



PROFESSIONAL DEVELOPMENT

- Provide compelling educational opportunities to elevate and encourage lifelong REALTOR competencies and skills.
- Support professional standards and promote Code of Ethics. Encourage best practices and NAR's Pathways to Professionalism.
- Help REALTORS define and articulate their value proposition.
- Promote global opportunities and foster access to the global marketplace.
- Enhance commercial investment opportunities.
- Promote C2EX, Designations and Certifications.
- Invest in the professional development of our leadership and professional staff.
- Encourage Work/Life balance.



ENGAGEMENT

- Engage in organizational listening to identify member needs and provide superior experiences.
- Curate member data and feedback to improve communications
- Create and deliver "Broker Tool Kit" with targeted outreach.
- Strengthen new membership outreach and onboarding.
- Implement robust social media program.
- Articulate the Association's value proposition to its members.
- Localize the member experience.



SUCCESS

- Be the first point of contact and primary resource for our REALTOR members.
- Provide REALTOR members with the best tools and services for a superior consumer experience.
- Ensure that HGAR continues to be a diverse and inclusive organization committed to the professional and personal success of our members.
- Measure the satisfaction of our members to ensure meeting their expectations.
- Identify and address challenges, offering convenient, creative and innovative solutions.
- Provide recognition and appreciation for the contributions of our members.
- Support and promote the storytelling of our impactful member experiences.