



**Bristol Tennessee/Virginia  
Association of REALTORS®  
Strategic Plan 2022-2024**

**Professionalism  
and Education**

- BTVAR will provide educational opportunities to enhance success that elevates job performance, professionalism, and competency.

**Advocacy**

- BTVAR will advocate for its membership and the public on homeownership, fair housing, and property rights through advocacy efforts.

**Community  
Outreach**

- BTVAR will maintain a visible presence in the community to inform the public on who we “R” and demonstrate our investment in the community.

**Membership**

- BTVAR will provide value to our membership through resources and inclusion.

**Broker  
Engagement**

- BTVAR will provide value to our broker membership through specialized resources and engagement.

**MISSION STATEMENT**

The mission of Bristol Tennessee-Virginia Association of REALTORS®, Inc. is to encourage its members to successfully attain their highest goals in an ethical and professional manner and advocate the rights of private property ownership.

**VISION STATEMENT**

BTVAR strives to be a collective force influencing and shaping the real estate industry while maintaining high standards of ethical conduct, promoting cooperation, and serving our membership.