



GOLDEN ISLES
ASSOCIATION OF REALTORS®

Our Mission

Investing in our members through professionalism, community and advocacy

Our Vision

Enhancing the quality of life in our community

2023 - 2024 STRATEGIC PLAN

MEMBER SERVICES

Serving the evolving needs of our members

1. Identify & deliver resources and benefits to members
2. Provide cutting edge technology, state of the art resources, and data management to serve the needs of our members
3. Measure and communicate the benefits of membership
4. Support the health and wellness of our members

ADVOCACY

Advocating for REALTORS®, the real estate industry, our members, and the community housing needs

1. Promote the benefits of real property ownership
2. Educate our members on public policy that influences real estate and encourage our members to participate in the political process
3. Leverage GAR & NAR financial resources and subject matter experts to benefit our community

PROFESSIONAL DEVELOPMENT

Challenging members to enhance their knowledge, professionalism, and integrity, all while inspiring and nurturing future leadership

1. Provide current, diverse and quality education
2. Create pathways for leadership development
3. Champion the doctrine of the NAR Code of Ethics and the expectations of *model* ethical conduct

COMMUNITY OUTREACH

REALTORS® enhancing our communities

1. Engage in community service projects and events
2. Identify the needs in our community and focus on providing volunteer time and resources
3. Communicate the REALTOR® impact on our community

GOVERNANCE

Maintaining the structure, people, and resources for a dynamic Association

1. Sustain the volunteer, leadership and professional staff
2. Maintain and assure responsible management of the Association's assets
3. Maintain an structure that assures success and sustainability
4. Evaluate and measure performance