

Strategic Plan 2018



Mission

The Nebraska REALTORS® Association plays a vital role in keeping REALTOR® firms and associates in a successful business environment and strives to become the true voice for real estate in Nebraska by promoting the extension and preservation of the right to own, use and transfer real property without undue regulatory restraint.

Vision

The Nebraska REALTORS® Association is the leading voice for real estate in Nebraska providing a professional environment for all our members..

Objective

The Nebraska REALTORS® Association will provide an environment for our members of the following and market these to both members and the public.



Professionalism:

- Professionalism growth through education
- Enhance member prosperity
- Risk reduction
- Mentoring
- Professional Standards
- Licensing education



Advocacy

- RPAC - Political Weight
- Regulatory watch dog—proactive
- Proactive legislation
- Affordable housing in NE
- Advocates for communities & homeowners



Power in Numbers

- Statewide collaboration
- Unification of members
- Networking opportunities
- Member engagement
- Young Professionals
- Local Association & Board partner



Voice for Real Estate

- Orchestrate change
- Promote brand
- Resource for real estate information
- Guardians of the industry
- Messaging to members and consumers



Value

- Value of agency
- Educational tools
- REALTORS® central to the transaction
- Advocacy



Technology

- Education
- Tools
- Statewide MLS