



**GREATER
CHATTANOOGA
REALTORS®**

VISION
The voice for real estate in Greater Chattanooga.

MISSION
*Promote the highest ethical and professional standards and cooperation among its members;
Provide products, programs and services to meet the evolving needs of the real estate industry and consumers;
Advocate for private property rights and community involvement.*

Strategic Plan Overview

Includes the National Association of REALTORS®' Core Standards and additional initiatives.

CORE VALUES: These values are the basis for all Greater Chattanooga REALTORS®' programs and services and in the manner in which they are provided:

Professionalism: We value the highest standards of professional service and ethical conduct.

Respect: We value a culture that encourages healthy and respectful debate to address common issues and challenges.

Advocacy: We value advocacy efforts that promote and protect property rights.

Service: We value reasonable responsiveness to address the needs of our members and the public they serve.

Community Engagement: We value partnerships that enhance the quality of life in Greater Chattanooga.

OVERALL ASSOCIATION OBJECTIVES: The Greater Chattanooga REALTORS®' fully embrace and support the objectives written in our bylaws to:

1. Unite those engaged in the recognized branches of the real estate profession for the purpose of exerting a beneficial influence upon the profession and related interests.
2. Promote and maintain high standards of conduct in the real estate profession as expressed in the Code of Ethics of the National Association of REALTORS®.
3. Provide a unified medium for real estate owners and those engaged in the real estate profession, whereby their interests may be safeguarded and advanced.
4. Further the interests of home ownership and ownership/leasing of all other real property.
5. Unite those engaged in the real estate profession in this community with the Tennessee REALTORS®, the Georgia Association of REALTORS®, and the National Association of REALTORS®, thereby furthering their own objectives throughout the state and nation, and obtaining the benefits and privileges of membership therein.
6. Designate, for the benefit on the public, those individuals authorized to use the terms REALTOR® as licensed, prescribed and controlled by the National Association of REALTORS®.

CODE OF ETHICS & PROFESSIONALISM

Objective 1: Actively promotes and presents the REALTOR® Code of Ethics to both new and existing members.

Objective 2: Professionally enforces the REALTOR® Code of Ethics with trained, equipped committee system and staff.

ADVOCACY

Objective 1: Actively engages in political fundraising and expects to exceed its annually assigned RPAC investment goal.

Objective 2: Actively engages in political advocacy with and through our members and is influential with elected officials, media sources and the public.

CONSUMER OUTREACH AND ENGAGEMENT

Objective 1: Is the voice for real estate in Greater Chattanooga for members and the public in the community we serve.

Objective 2: Promotes the REALTOR® value proposition and highlights the engagement of the association and its members in the community.

Objective 3: Uses our influence in the community to engage the public in issues impacting property rights, property ownership real estate investment and community improvement.

Objective 4: Invests in the improvement of the community we serve with funds, effort and other resources.

UNIFICATION and SUPPORT OF THE REALTOR® ORGANIZATION

Objective: Is governed well and professionally administered such that we are in compliance with state and national standards and support of state and national efforts.

TECHNOLOGY

Objective: Uses current technology to communicate with and support our members.

FINANCIAL SOLVENCY ASSOCIATION GOVERNANCE

Objective 1: Has complete and current policies and corporate positioning information.

Objective 2: Is financial solvent and successful.

Objective 3: Has a Board of Directors fully aware of and engaged in the governance and leadership of the association.

MEMBERS/BROKERS

Objective: Serving both members and brokers continues to be our highest priority.

COMMUNICATIONS

Objective: Uses a system of communications to remain visible and relevant to members and to the community we serve.