

**Fredericksburg Area Association of REALTORS®  
Strategic Plan  
2024-2026**



**Mission Statement:** Fredericksburg Area Association of REALTORS® provides members with resources to deliver professional and ethical services while advocating for issues impacting real estate.

**Vision Statement:** The Fredericksburg Area Association of Realtors® is a vital resource for member success.

### **Strategic Goal 1: Inclusion**

**FAAR will demonstrate inclusiveness in everything it does.**

Expand diversity within the Board of Directors and leadership by performing intentional outreach to our members.

- Accountability: Nominating Committee and Board of Directors
- Timeline: Ongoing
- Resources: All Committees, FAAR Staff

Promote increased diversity, inclusion, and equity in our activities and services.

- Accountability: Diversity Equity and Inclusion Committee
- Timeline: Ongoing
- Resources: All Committees, FAAR Staff, Virginia REALTORS®, NAR

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## **Strategic Goal 2: Broker Involvement**

**FAAR will value a strategic relationship with its brokers.**

Provide timely and relevant information at Managing Broker Network (MBN) meetings.

- Accountability: Managing Broker Network
- Timeline: Ongoing
- Resources: Brokers, MBN Chair, FAAR Staff, Virginia REALTORS®, NAR

Encourage FAAR Broker to attend MBN meetings.

- Accountability: Managing Broker Network
- Timeline: 4<sup>th</sup> Quarter 2024
- Resources: Brokers, FAAR Staff

Continued outreach from FAAR Leadership and FAAR Staff to Brokers.

- Accountability: FAAR Executive Team
- Timeline: Ongoing
- Resources: FAAR Staff, Chief Executive Officer

Create and implement an onboarding program for new managing Brokers.

- Accountability: Managing Broker Network
- Timeline: 2<sup>nd</sup> Quarter 2025
- Resources: FAAR Staff, Virginia REALTORS®

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### **Strategic Goal 3: Professional Development**

**FAAR will be the cornerstone of its members' education, professionalism, and development.**

Increase our members' professionalism through knowledge of and adherence to the Code of Ethics.

- Accountability: Professional Development Committee
- Timeline: Ongoing
- Resources: FAAR Members, FAAR Staff, Virginia REALTORS®, NAR

Provide relevant, innovative, and diverse class offerings.

- Accountability: Professional Development Committee, Young Professional Network
- Timeline: Ongoing
- Resources: All Committees, Members, FAAR Staff, Virginia REALTORS®, NAR

Strengthen members' profession through association involvement.

- Accountability: FAAR Board of Directors
- Timeline: Ongoing
- Resources: All Committees, Members, FAAR Staff, Virginia REALTORS®, NAR

Identify opportunities to develop current and future leaders.

- Accountability: FAAR Board of Directors
- Timeline: 1<sup>st</sup> Quarter 2026
- Resources: FAAR Staff, Members, YPN, WCR, Budget and Finance Committee, other local associations, Virginia REALTORS®, NAR

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**Strategic Goal 4: Community Involvement**

**FAAR shall showcase its commitment to the community through our outreach and activities.**

Provide meaningful community service opportunities for stakeholders.

- Accountability: Community Service Committee
- Timeline: Ongoing
- Resources: Members, FAAR Staff, Stakeholders, Virginia REALTORS®, NAR

Promote the mission and achievements of the Fredericksburg REALTORS® Foundation.

- Accountability: Fredericksburg REALTORS® Foundation
- Timeline: Ongoing
- Resources: FAAR Staff, Members, Fredericksburg REALTORS® Foundation

Expand outreach efforts to all communities in FAAR's footprint.

- Accountability: Community Service Committee, Fredericksburg REALTORS® Foundation
- Timeline: 1<sup>st</sup> Quarter 2025
- Resources: Members, Community Stakeholders, FAAR Staff

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## **Strategic Goal 5: Advocacy**

### **FAAR will advocate for issues impacting real estate.**

Engage in all local, state, and national issues pertaining to our industry and communicate information.

- Accountability: Public Policy Committee
- Timeline: Ongoing
- Resources: FAAR Staff, Virginia REALTORS®, NAR

Maintain strong relationships with local elected officials to advocate for home ownership.

- Accountability: Public Policy Committee
- Timeline: Ongoing
- Resources: FAAR Staff, Virginia REALTORS®

Promote attainable housing initiatives and resources to our members and stakeholders.

- Accountability: Public Policy Committee
- Timeline: Ongoing
- Resources: FAAR Staff, Members, Local Officials, Community Housing Partners, Virginia REALTORS®, NAR

Educate our members on the importance of RPAC.

- Accountability: Public Policy Committee
- Timeline: Ongoing
- Resources: FAAR Board of Directors, FAAR Staff, Members, Virginia REALTORS®, NAR

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## **Strategic Goal 6: Association Services**

**FAAR will provide value to its members.**

Review governance structures.

- Accountability: FAAR Executive Committee and Task Force
- Timeline: 4<sup>th</sup> Quarter 2024
- Resources: FAAR Staff

Analyze and assess the FAAR website.

- Accountability: Communication and Technology Committee
- Timeline: 4<sup>th</sup> Quarter 2024
- Resources: FAAR Staff

Illustrate to members the value of their membership.

- Accountability: FAAR Board of Directors
- Timeline: Ongoing
- Resources: FAAR Staff, Virginia REALTORS®, NAR

Re-evaluate the communication plan.

- Accountability: Chief Executive Officer
- Timeline: 3<sup>rd</sup> Quarter 2024
- Resources: FAAR Staff, Communication and Technology Committee

Maintain financial stability.

- Accountability: Budget and Finance Committee
- Timeline: Ongoing
- Resources: FAAR Staff, FAAR Board of Directors