



Member Communication and Engagement



Community Outreach



Advocacy



Professionalism & Education

Strategic Goals:

- Continue to improve the association's communications efforts to improve quality, enhance member engagement and communicate value.
- Ensure that the association's governance structure is efficient, effective and contributes to the value proposition of the Greater Fort Worth Association of REALTORS®.
- Communicate the value of being a member of the Greater Fort Worth Association of REALTORS® and ensure that members are aware of the benefits of membership.
- Increase communication and education efforts related to the value of the association's MLS services.

Strategic Goals:

- Be the voice of real estate by promoting the value proposition of utilizing the services of a REALTOR®.
- Promote and encourage REALTOR® involvement in activities that make a difference in the community.
- Enhance the visibility of the Greater Fort Worth Association of REALTORS® brand in the community.

Strategic Goals:

- Establish the Greater Fort Worth Association of REALTORS® as the advocate for property rights through political advocacy at the local, state and national level.
- Engage with REALTORS® to enhance their understanding and appreciation of the importance of investing in TREPAC and how it relates to the culture of advocacy.
- Enhance the effectiveness of our advocacy efforts through utilization of resources available through the REALTOR® organization, such as NAR's Vote, Act, Invest resources and Texas REALTORS® advocacy programs.
- Continue to engage in advocacy efforts that help to ensure fair housing and equal opportunity.

Strategic Goals:

- Increase the level of professionalism within the industry and improve the public's image of REALTORS®.
- Create long-term relationships with new REALTORS® that extend beyond new member orientation.
- Maximize member opportunities to increase knowledge and professionalism through a high-quality professional development program across diverse delivery platforms.

We are committed to demonstrating diversity, equity, inclusion and fair housing across all strategic goals of the association.

Mission: The Greater Fort Worth Association of REALTORS® advocates for private property rights and fair housing opportunities while advancing professionalism and ethics in the real estate industry.