



2026-2030 STRATEGIC PLAN



OUR MISSION



The Vermont Association of REALTORS® empowers members to succeed as trusted professionals in their communities, promotes homeownership, and protects private property rights. Learn More @ vermontrealtors.com/strategic26



ADVOCATE

VAR champions real estate, property rights, and homeownership.



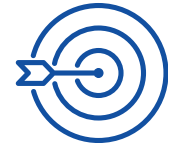
COMMUNICATE

VAR's trusted voice informs members, the public, and media.



ELEVATE

VAR equips members to lead with professionalism and excellence.



OPERATE

VAR leads with fiscal responsibility, growth, and member-first service.

OUR VISION



VAR will be the trusted voice and leading advocate for real estate, private property rights, and homeownership; advancing the industry through professionalism, innovation, and strategic leadership. We empower our members to set the standard for integrity, influence, and service in every community across Vermont.



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ADVOCATE

- Advocacy is grounded in accurate, comprehensive data and research
- Policy platform champions responsible growth, economic development, and private property rights
- Culture that actively engages members in the political process
- Strategic partnerships leveraged to achieve shared goals
- Members mobilized to respond to state and national Calls to Action
- VAR members are the trusted, go-to resource on real estate issues



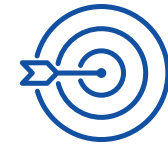
COMMUNICATE

- Members understand and actively use the services VAR provides
- The public views REALTORS® as essential, trusted partners for real estate
- Strong, collaborative relationships maintained with Vermont media
- Local association partnerships drive community and member engagement across all platforms



ELEVATE

- REALTORS® are recognized as essential, highly qualified, and trusted advisors in their communities
- Members positioned for success through rigorous education, skill-building, and practical training
- Next generation of leaders actively identified, cultivated, and mentored
- Meaningful opportunities created for members to connect with each other and their communities
- Innovative tools and technology provided to enhance the experience for both members and consumers



OPERATE

- Clear communication of duties, expectations, and opportunities for member volunteerism
- Support for local associations exploring options to streamline while preserving identity, community ties, and member experience
- Facility that elevates the VAR brand and fosters staff and allied organization connection
- Investment in exceptional, energetic staff who deliver on VAR's mission
- Grows reserves to ensure financial health and to fund exceptional member services.