



# 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.



### ADVOCATE

VAR is the leading advocate for real estate, real property rights, and homeownership.



### COMMUNICATE

VAR's trusted, unified voice delivers clear, consistent, and timely communication which informs and engages members, the public, and the media.



### ELEVATE

VAR fosters a collaborative and engaging environment, empowering its members with the skills and resources to uphold excellence in their professionalism.



### OPERATE

VAR leverages the commitment of our leaders, volunteers, and staff to operate a fiscally responsible business that is future-focused, growth-oriented, and delivers exceptional member experience.

## 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.

Learn More @ [vermontrealtors.com/strategic26](https://vermontrealtors.com/strategic26)



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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



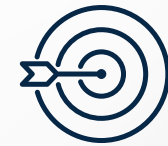
## COMMUNICATE

- 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.