



2017-2020 Strategic Plan

Mission Statement: The mission of the Bristol Tennessee-Virginia Association of REALTORS[®], Inc. is to encourage its members to successfully attain their highest goals in an ethical and professional manner and advocate the rights of private property ownership.

Vision Statement: BTVAR Strives to be a collective force influencing and shaping the real estate industry while maintaining high standards of ethical conduct, promoting cooperation and serving our membership.

Member Value



Improve opportunities, resources, and information aimed at professionalism, participation, and the values of membership

- ✓ INCREASE VOLUNTEERISM
- ✓ STRENGTHEN THE LEADERSHIP PROGRAM
- ✓ PROMOTE MEMBERSHIP VALUE
- ✓ CONSISTENT BROKER COMMUNICATION
- ✓ YPN PROGRAM

Advocacy



Advocate on homeownership property rights through legislative efforts

- ✓ MAINTAIN RELATIONSHIPS WITH STATE REPRESENTATIVES
- ✓ REALTOR PRESENCE AT LOCAL CITY MEETINGS
- ✓ INCREASE RPAC EDUCATION

Public Relations



Education the public on REALTOR[®] efforts and demonstrate our investment in the community

- ✓ BE THE VOICE FOR REAL ESTATE
- ✓ SHARE THE BENEFITS OF WORKING WITH A REALTOR
- ✓ INCREASE REALTOR INVOLVEMENT IN THE COMMUNITY

Growth



Growth through new funding, membership and utilizing new technology

- ✓ RESEARCH NON DUES REVENUE OPTIONS
- ✓ ENHANCE COMMUNICATION OPPORTUNITIES THROUGH NEW TECHNOLOGIES
- ✓ INCREASE AFFILIATE MEMBERSHIP

Education



Encourage educational participation and enhance professionalism and ethical standards

- ✓ DIVERSIFY EDUCATIONAL OFFERINGS
- ✓ KEEP MEMBERS INFORMED OF REAL ESTATE CHANGES
- ✓ MORE DIRECT SUPPORT TO MEMBERS IN THEIR BUSINESS