



2024-2026 Strategic Plan

Mission

Mississippi REALTORS® unite as property professionals, community champions and real estate industry advocates.

Vision

To ensure the success of all Mississippi REALTORS® who, in turn, are forever dedicated to advancing and protecting the rights of all citizens to widely own and use real property.

Primary Customer

MAR will focus its resources and services to support REALTORS® actively engaged in their profession, their association, and their community.

Strategic Positions

- ❖ MAR's professional and inclusive culture strongly influences positive change in the industry and the community.
- ❖ MAR is the leading source of industry information and educational resources for brokers, agents, and local associations in Mississippi.
- ❖ REALTORS® in Mississippi, with MAR leading the way, will be the voice for real estate issues at the state and local level.

Strategic Position 1

MAR's professional and inclusive culture strongly influences positive change in the industry and the community.

Desired Outcomes

- ✓ Mississippi REALTORS® will become knowledgeable on Diversity, Equity, and Inclusion (DEI) issues and actions.
- ✓ MAR leadership will reflect the diverse communities they serve.
- ✓ The public will view MAR as a leader in Fair Housing issues.
- ✓ Members and the public will understand the value REALTORS® bring to the market and the community.

Goal 1.1

MAR has developed a member communication that clearly explains the value that REALTORS® and the REALTOR® organization bring to the real estate market and community.

Goal 1.2

MAR is a valued resource for brokers, agents, and local associations on DEI, Fair Housing programs and housing opportunity issues.

Goal 1.3

MAR is the primary source of information to help brokers and local associations communicate with the public about the value of REALTORS®.

Strategic Position 2

MAR is the leading source of industry information and educational resources for brokers, agents, and local associations in Mississippi.

Desired Outcomes

- ✓ MAR will be recognized as a valuable resource by brokers and agents.
- ✓ Mississippi REALTORS® will have easy access to the education needed to be successful and professional.
- ✓ MAR will reach more members by working closely with local associations.

Goal 2.1

MAR members have easy and economical access to the most up-to-date, relevant real estate education.

Goal 2.2

MAR is a guiding resource of information about the benefits of belonging to the REALTOR® organization.

Goal 2.3

MAR has created an outreach program to provide information and build relationships with brokers around the state.

Strategic Position 3

REALTORS® in Mississippi, with MAR leading the way, will be the voice for real estate issues at the state and local level.

Desired Outcomes

- ✓ MARPAC contributions and expenditures will increase.
- ✓ Mississippi REALTORS® will increase use of REALTOR® Party programs.
- ✓ Strategic relationships will enhance MAR's legislative and regulatory efforts.
- ✓ MAR will build stronger relationships/partnerships with local associations in their advocacy efforts.

Goal 3.1

Members are knowledgeable about the benefits of MAR's Issues Mobilization Fund, and the Fund is utilized more often by local associations.

Goal 3.2

MAR provides valuable, enhanced support to the local associations for their MARPAC fundraising efforts.

Goal 3.3

MAR continues to strive to be a valuable and helpful partner to the Mississippi Real Estate Commission for the benefit of consumers and the real estate industry in Mississippi.

Goal 3.4

Mississippi REALTORS® are educated and informed about national issues that impact our state and local markets and the ways we serve our buyer and seller clients.