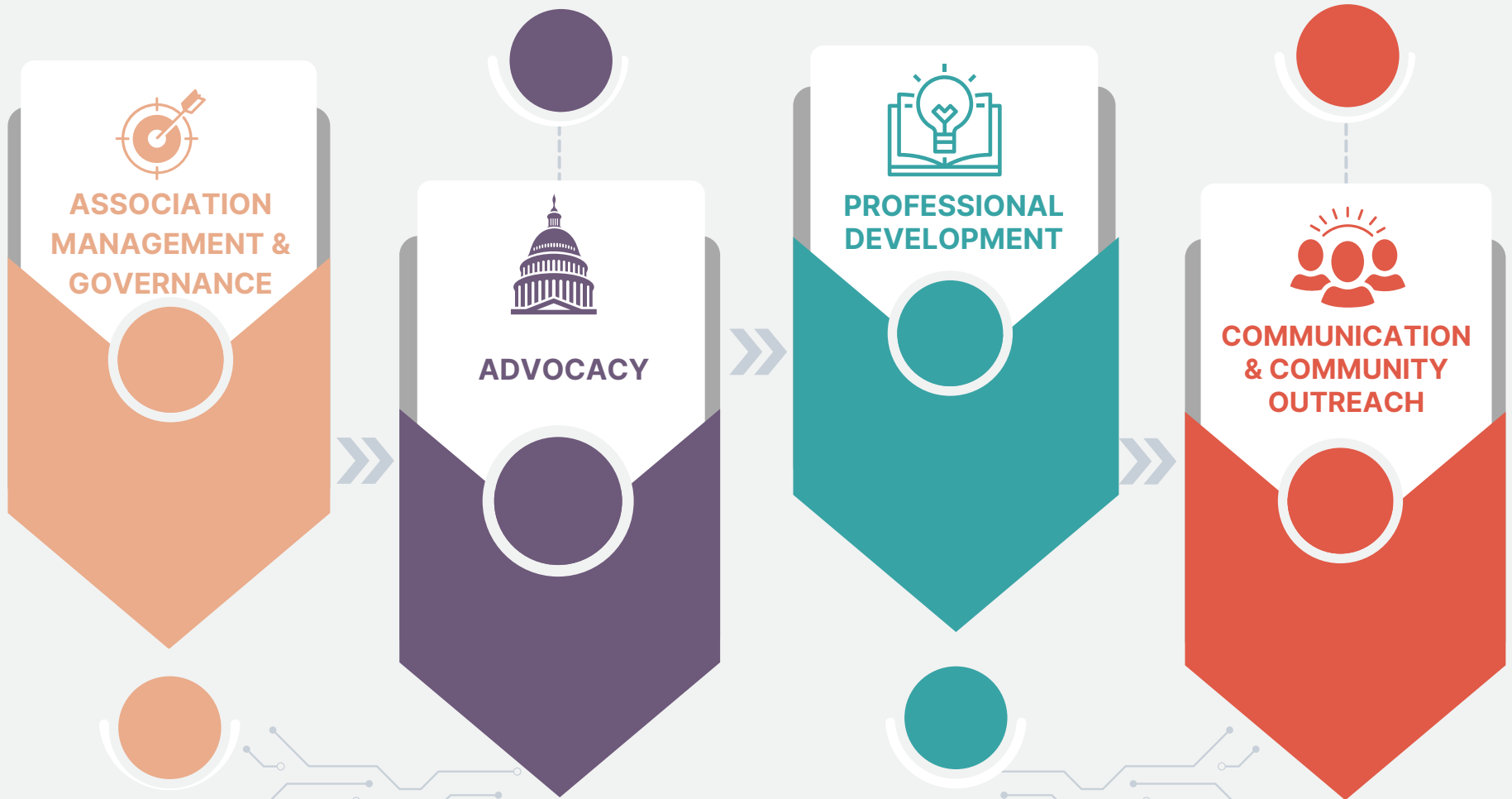




# REALTOR® Association of Prince William 2022-2025 Strategic Plan

**Mission:** The REALTOR® Association of Prince William’s mission is to enhance members’ ability to achieve business success ethically and professionally, advocate for private property rights, and be the “Voice of the Real Estate” in the Greater Prince William region and adhere to the NAR Core Standards.

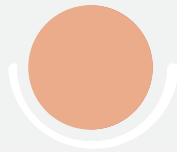
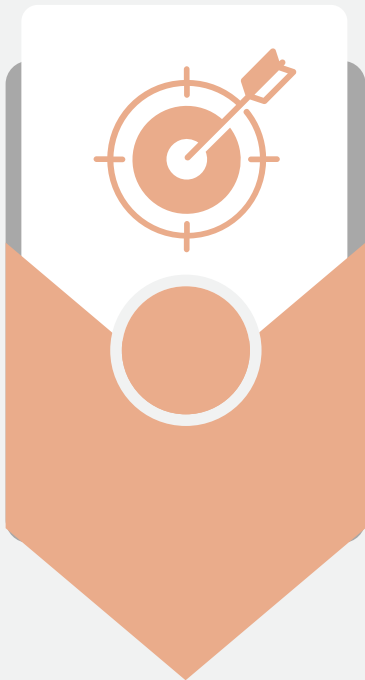




**REALTOR®**  
ASSOCIATION OF  
**PRINCE WILLIAM**  
*Your real estate advocate*

# REALTOR® Association of Prince William 2022-2025 Strategic Plan

## ASSOCIATION MANAGEMENT & GOVERNANCE



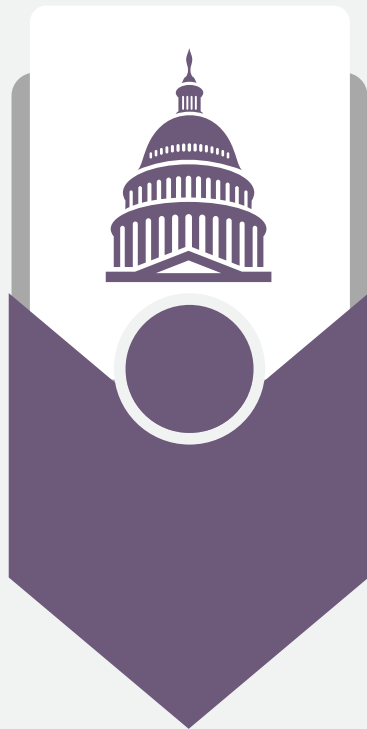
PWAR has a clear focus on the future by employing sound financial policies, recruiting diverse leadership, and offering a wide range of volunteer opportunities to achieve strategic goals.

- Maintain a fiduciary duty to Association members while upholding strong fiscal practices.
- Create and implement an annual Leadership Institute that educates members on all aspects of the REALTOR family and the benefits of volunteering for the Association.
- Actively strive to recruit and elect volunteer leaders who reflect the profile of the membership.



# REALTOR® Association of Prince William 2022-2025 Strategic Plan

## ADVOCACY



PWAR actively engages in public policy issues affecting private property rights and the real estate industry in Prince William County.

- Educate our members on the value of the REALTOR® Professional Advocacy Committee and its impact on the community and their businesses.
- Develop a meaningful relationship with elected officials through attending government meetings, public hearings, and fundraising events.
- Create an annual legislative package, and share, with members, how our policy positions impact consumers and REALTORS®.



## PROFESSIONAL DEVELOPMENT



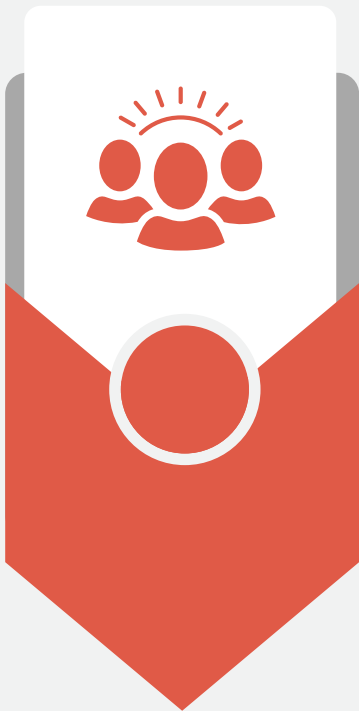
PWAR delivers a high level of timely and relevant professional education programs through continuing education instructors and industry designations that allow members to enhance their skills and grow their businesses.

- Offer programs that keep members up-to-date about the Prince William real estate market and local economy.
- Create an *Educational Advisory Group* that meets with leadership, staff, and instructors to discuss and develop topics for educational offerings.
- Create Member Forums designed to address real estate specialty needs (appraisers, property management, commercial, etc.)





## COMMUNICATIONS & COMMUNITY OUTREACH



PWAR distributes current and valuable information to its members, consumers, and industry leaders while serving as *The Voice for Real Estate* in Prince William.

- Share press releases on market statistics and their impact on market conditions to local media.
- Create opportunities for members to provide feedback on association services and communications with leadership and staff.
- Sponsor at least four community service projects that support housing efforts and quality of life in Prince William.