



Our Purpose: To inspire & partner with those actively involved in real estate to support members' pursuit of business excellence

Our Services: REALTOR® & Consumer Advocacy | Education & Professionalism | Networking & Connectivity

Our Focus:

				
Brand We Will...	Advocate We Will...	R. Value We Will...	Innovate We Will...	Educate We Will...
Establish an Integrated Branding, Outreach, and Communications Plan Leveraging MOR's Strategic Plan & Core Services	Create an Effective REALTOR® & Consumer Advocacy Brand to Increase Awareness, Impact, and Value	Develop Strategies and Action Steps to Significantly Increase the Community's Value and Respect for REALTORS®	Establish a Creative Technology Program to Provide Innovative and Relevant Benefits, Tools, & Resources	Enhance Education & Professionalism Core Service Area via an Annual Strategic Planning Process
Your Results...	Your Results...	Your Results...	Your Results...	Your Results...
<ul style="list-style-type: none"> • Focused Service Delivery with Greater Value • Easier Access to Services You Value the Most • Our Strategic Focus is Clear & Understandable • Easier Planning • Streamlined & Consistent Communications 	<ul style="list-style-type: none"> • Increased Home Ownership & Commercial Opportunities = More Clients • Improved Business Environment • New Ways to Have Your Voice Heard • Elected Officials Understand REALTORS® Value 	<ul style="list-style-type: none"> • Clients/Community Better Understand all REALTORS® Provide • Increased Impact from MOR's Community Investments/Involvement • REALTORS® Ethical/Educational Standards Promoted • Improved Investments of Your Membership Dollars 	<ul style="list-style-type: none"> • Access Technology Support & Informational Services • Cost & Time Savings • New Technology Tools are Available Sooner • Better Serve Tech Wise Consumers • Increased Connectivity 	<ul style="list-style-type: none"> • Increased Number of Educational Offerings • Classes with a Focus on Increasing Business Growth • New Instructors • Easier Planning • Education Series that You Value

