

# Mission

We are the industry-leading platform to launch success for REALTORS®, partners, and communities through cutting-edge, innovative, and inclusive member-focused real estate resources.

## Values



### Member Focus

Center member needs and success as the foundation of all decisions and actions.



### Integrity

Conduct all interactions with honesty, authenticity, professionalism, and respect.



### Inclusivity

Integrate diverse populations of members and communities into all Association activity.



### Stewardship

Empower leaders who guide a responsive, thriving, resilient Association.



### Service

Meet members where and how they need, to serve them as they serve their communities.



### Innovation

Find, create, and champion new technologies and approaches to improve members' businesses and lives.