

## About the Plan

Future success depends on an effective strategic plan.

The PPAR Board of Directors and PPAR senior staff met on Friday, August 21, 2020 to review and discuss the future of the real estate industry, the needs of the Membership, the direction of the Association, and the actions needed to achieve those goals.

On September 17, 2020 the PPAR Board of Directors approved this Strategic Plan for 2021-2023.

### *Value Proposition:*

**Grow a better business to set yourself apart.**

Look to PPAR for:

Leadership and credibility to protect our industry.

On-Point economic data and market trends to build confidence with your clients.

Commitment to property-related causes.

Accelerate your learning curve and expertise with tailored marketing specialties.

Local network for a strong REALTOR® community.

### *Mission Statement:*

PPAR supports member success and professionalism while protecting property rights.

### *Vision Statement:*

Supporting our REALTORS® so they may enrich their clients lives and help our communities prosper.



To learn more about PPAR, visit [ppar.com](http://ppar.com)

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**PIKES PEAK ASSOCIATION OF REALTORS®**

Grow a better business *to set yourself apart.*

## 2021-2023 Strategic Plan



**Leadership**



**Advocacy**



**Community**



**Engagement**



**Professionalism**

# Pikes Peak Association of REALTORS® Goals

The following five organizational goals are the core competencies or pillars of PPAR:

## Leadership

PPAR is recognized as a world-class REALTOR® Association.

## Advocacy

Promote positive public policy for the real estate industry. Members are knowledgeable of the issues and trends.

## Community

The public values, respects and uses REALTORS®.

## Engagement

There is mutual purpose and support among members. They are versed in the exclusive PPAR value proposition.

## Professionalism

REALTORS® adhere to ethical standards. Members practice professional courtesies and industry standards.

