



**ILLINOIS
REALTORS®**

Strategic Priorities



Advocacy

Protect private property rights and promote the value of REALTORS®.

- ▶ Build a strong culture of political advocacy and support for the REALTORS® Political Action Committee (RPAC).
- ▶ Monitor legislative and regulatory issues and influence public policy to protect private property rights and promote the real estate industry.
- ▶ Engage consumers on public policy issues affecting private property rights and empower them to take action.
- ▶ Support and increase the number of "REALTOR® Champions" in state and local government through independent expenditure and opportunity race campaigns.



Education

Create professional development programs that help REALTORS® strengthen their businesses.

- ▶ Employ innovative methods to deliver relevant professional development products and programs to members, prospective real estate licensees and other audiences.
- ▶ Deliver leadership development programs to identify and support future association and real estate industry leaders.



Ethics

Advance ethics enforcement programs that increase REALTOR® professionalism.

- ▶ Build partnerships with local associations through the use of the statewide professional standards enforcement program.
- ▶ Expand the statewide ethics citation program to encourage best practices in REALTOR® professionalism.
- ▶ Enhance the ombudsman program to resolve disputes for consumers and REALTORS®.



Legal

Protect REALTORS® by providing legal guidance and education.

- ▶ Provide legal and risk management tools and education, which constantly evolve to address a changing real estate marketplace.
- ▶ Work in partnership with state agencies to reduce regulatory burdens on members.



Outreach

Share the story of the association and its role in helping REALTORS® succeed.

- ▶ Make the association's leadership and volunteer groups more reflective of the overall diverse membership.
- ▶ Increase the usefulness of the real estate market analytics and statistics provided to consumers and members.
- ▶ Consistently communicate our value proposition to reinforce the return on investment of membership.
- ▶ Enhance and communicate our relevance to commercial real estate professionals.
- ▶ Create global business awareness and opportunities for members.

OUR MISSION:

We protect private property rights and advance the real estate profession.