



Denver Metro Association of REALTORS® Strategic Plan 2019-2022

- 1. DMAR embodies and enforces the REALTOR® Code of Ethics.**
 - a. DMAR provides a Professional Standards Program to enforce the Code of Ethics.
 - b. DMAR provides mediation and arbitration services to resolve business disputes without litigation.
 - c. DMAR provides mediation services for homebuyers and sellers.

- 2. DMAR supports policies and regulations that protect property rights, promote homeownership and improve the quality of life in the communities we serve.**
 - a. DMAR serves as a resource and influences policy pertaining to housing, homeownership and the real estate industry.
 - b. DMAR members protect the real estate industry through advocacy and investments in the REALTOR® Political Action Committee (RPAC).
 - c. DMAR educates its members on government affairs issues and RPAC through a variety of mediums including face-to-face interaction.
 - d. DMAR strives to build strong relationships with elected officials and city staff through meetings, events and other engagement opportunities.

- 3. DMAR supports the success of its members in all stages of their real estate career.**
 - a. DMAR provides programs to enhance members' professional development.
 - b. DMAR offers resources to members so they can better serve the consumer.

- 4. DMAR is *The Voice of Real Estate®* in the Denver metro area and the go-to resource for members regarding real estate market data.**
 - a. DMAR provides superior data analysis of market statistics and real estate trends.
 - b. DMAR is a reliable resource for real estate industry information for the media and consumers.

- 5. DMAR promotes the REALTOR® brand and the importance of using a REALTOR® during the homebuying and selling process.**
 - a. DMAR promotes the value of using a REALTOR®.
 - b. DMAR supports and promotes member engagement in community activities, which enhance the image of the REALTOR®.