

Mission: Tri-County Suburban REALTORS® advocates for the real estate industry and private property rights. It promotes the professional integrity of its members by providing resources that position them to deliver superior service to the public, maximize their income and grow to meet the needs of the future.

Communications

Tri-County Suburban REALTORS® has a comprehensive communication strategy for its members and the public to articulate the relevance and value of its programs, products, services and the REALTOR® brand.

- Tri-County Suburban REALTORS® encourages member input to shape relevant programs, products and services.
- Through collaborative efforts with PAR and NAR, Tri-County Suburban REALTORS® communicates the value of its extensive programs, products, services and benefits as delivered through the REALTOR® brand.
- Through an external communication strategy, local communities recognize the difference that REALTOR® make through community involvement and advocacy initiatives for private property rights.
- Consumers understand the benefits of REALTORS® adhering to the higher standards of the Code of Ethics.

Political/Community Outreach

Members consistently strive to improve the quality of life in the communities they serve through political action and philanthropic efforts.

- Tri-County Suburban REALTORS® supports the strategic vision of the Suburban REALTORS® Alliance to improve its effectiveness in influencing positive legislation.
- Tri-County Suburban REALTORS® members understand the importance of participating in the political process and have a vibrant culture for financially investing in RPAC.
- Members fully and actively engage in responding to all Calls to Action from NAR, PAR and SRA.
- Tri-County Suburban REALTORS® showcases the philanthropic efforts of members whose actions positively contribute to the quality of life in its communities.

Professional Development

Tri-County Suburban REALTORS® is the leader in providing career and professional development opportunities for real estate practitioners.

- Tri-County Suburban REALTORS® has a comprehensive financial plan to maintain a steady source of non-dues income.
- Member audiences value the spectrum of programs delivered to enhance their business and professional growth.
- Tri-County Suburban REALTORS® is committed to securing the highest quality field-relevant experts to satisfy the interests and business needs of their members.
- Tri-County Suburban REALTORS® delivers business and career development programs through a variety of existing and emerging learning platforms and physical locations.
- Tri-County Suburban REALTORS® offers members an authorized format for resolving business disputes.

Governance

Tri-County Suburban REALTORS® has a fiscally responsible and adaptive business structure that safeguards the interests of its members with the support of a highly skilled staff and dedicated leaders.

- Tri-County Suburban REALTORS® employs a highly skilled staff in a state-of-the-art facility that is adaptive to the future needs of its members and to the strategic vision of its business.
- Tri-County Suburban REALTORS® has a financially sound business strategy to prudently manage assets, diversify income streams and proactively anticipate its business needs.
- Tri-County Suburban REALTORS® has a progressive business structure that cultivates future leaders, is responsive to its diverse audiences and has a culture that personifies ethical and professional business practices.
- Tri-County Suburban REALTORS® is open to all growth and cooperative business opportunities that align with our overall philosophy.

CORE VALUES

1. Always move forward.

The future of our Association depends on our ability to evolve, adapt, and think ahead. We welcome innovation and focus on solutions. We do not dwell or sit idly. We are constantly ensuring our members are up-to-date and remain leaders at the forefront of our industry.

2. Do the right thing.

Ethics are at the heart of what we do and the core of the REALTOR® brand. We must remain committed to serving our members, our community, and the public. Our professionalism is what sets us apart. Trust, integrity, and honesty are virtues we are proud to cling to.

3. For one. For all.

Our strength relies on the growth of our members. We are committed to developing their expertise at every level of their career. We value fearless, open-minded collaboration that inspires shared visions and results in a consistent, unified message.