

Virginia REALTORS® Strategic Plan



MISSION: Virginia REALTORS® enhances the ability of our members to achieve career success in an ethical and professional manner. We serve as advocates, promoting and protecting private property rights in the Commonwealth. As the state association of REALTORS®, we unite the local associations across Virginia in a collective effort to influence matters impacting real estate and to elevate the industry's professional standards.

PROTECT



Public Policy in Virginia is favorable to the practice of real estate and property ownership for all, and the members practice lawfully and ethically

STRATEGIC FOCUS

Risk Management Documents

ENRICH



Members are professional through effective education and access to resources that save them business costs, limit their risks, and enhance their business practices

STRATEGIC FOCUS

DEI

VOICE



Virginia REALTORS® and its members are recognized as the go-to resources for information, data, and DEI in real estate

STRATEGIC FOCUS

Leverage Data

ENGAGE



Members and local associations are engaged with Virginia REALTORS® and the National Association of REALTORS®

STRATEGIC FOCUS

Governance