



# 2025-2030 ABR STRATEGIC PLAN

Adopted by the  
ABR Board of Directors 9.4.25



## ADVOCATE

Advance public policy to protect private property rights and real estate ownership.

### OBJECTIVES

Organize at least one Realtor® Political Action Committee (RPAC) event annually to increase RPAC participation goals.

- Increase member involvement in the National Association of Realtors® (NAR) and Alaska Realtors® (AR) calls to action.
- Open channels of communication with local and state legislators and present a unified message when representing ABR.
- Conduct interviews with local and state candidates. Support elected officials who align with Realtor® values to defend private property rights through our annual interview process.
- Keep Realtors® at the center of the transaction through strong advocacy, and support homeowner protections, and support for your work with clients.
- Be the unified voice for real estate by speaking during assembly meetings and other forums when real estate issues arise.



## COMMUNITY PARTNERSHIP

Strengthen public awareness of Realtors® by highlighting our contributions and role in the community.

### OBJECTIVES

Publish updates and news across press and social media channels.

- Host one philanthropic event annually to show the value Realtors® bring beyond real estate.
- Annually participate in the city wide clean up.
- Host and execute the market forecast forum annually.
- Design and promote a one-page information flyer to be included in offer/listing packets, and in MLS if possible.



## MEMBER ENGAGEMENT AND PROFESSIONAL GROWTH

ABR will strengthen and support our members (Realtors® and Affiliate Business Partners) through connections, leadership encouragement, and hold the highest ethics standards set by NAR.

### OBJECTIVES

Provide accessible and affordable education to our members.

- Ensure members have full access to dispute resolution services (mediation). Educate our members on the process to strengthen available resources.
- Improve communication tools with our members to support a greater understanding of what we offer. Implement a text chain program.
- Demonstrate value to our membership by promoting Realtor® benefits. Offer required NAR education, Code of Ethics (COE) and Fair Housing, and other educational opportunities to develop well trained members.
- Recruit and mentor future leaders for ABR and Alaska Realtors® by involving them on the ABR board, committees, and as instructors of real estate related courses.



## ORGANIZATIONAL EXCELLENCE

ABR will continue to improve association operations through updated procedures, enhance financial and managerial oversight, and increase non-dues income.

### OBJECTIVES

Maintain accountability with policies that focus on financial stability, oversight and compliance with NAR Core Standards.

- Sustain the financial wellbeing of ABR by increasing non-dues income through gaming and pull-tab partners.
- Develop a succession plan and update current policies. Review and amend annually.
- Investigate a shared services platform with Valley Board of Realtors® and Alaska Realtors® to optimize administrative costs, operating systems, and process. Develop ways to deliver local and statewide Realtors® more benefits through collaboration.
- Support staff with continued educational and administrative development.
- Annually review existing policies. Offer amendments and updates as needed.

**VISION:** The Anchorage Board of Realtors® is the Voice for Real Estate Rights, Sales & Ethics in the greater Anchorage area.

**MISSION:** Advocating for private property rights and the business interests of our members.