

**The Green
Mountain
Association of
REALTORS®**

**2026-2027
Strategic Plan**





Mission Statement

The Green Mountain Association of REALTORS® promotes professional excellence, community engagement and private property ownership.

What Are Our Strategic Goals?

- **Goal 1: Governance and Operations** – *GMAR will create a sustainable governance and operations structure*
- **Goal 2: Community Outreach** – *GMAR will be the Voice for Real Estate in its Market Area*
- **Goal 3: Advocacy** – *GMAR will advocate for the business interests of Members, private property rights and real property ownership*
- **Goal 4: Professional Development** – *GMAR will consistently strive to increase the professionalism of its Membership*
- **Goal 5: Communications** – *GMAR will improve and expand communications with Members, Affiliates and the Public*
- **Goal 6: MLS** - *As a PrimeMLS Shareholder, GMAR will focus on the delivery of valuable MLS tools and data for Members*



GMAR will Create a Sustainable Governance and Operations Structure

Goal 1 Governance and Operations

Strategy 1A: Determine if GMAR Structure is still relevant or should be entirely re-vamped

Establish a working group of Three Volunteers to:

- Evaluate whether Rutland area should remain part of GMAR, join with a different local association, or re-assign territory to neighbors.

Strategy 1B: Re-work GMAR Staffing Structure

Establish a working group of Three Volunteers to:

- Clarify specifics of existing Vermont REALTORS® Contract for Staff Services, and identify additional services needed or desired.
 - Communications, Website, Social Media, Finances, Leadership, Pro Standards, Govt Affairs, Education, Tech Support, Meeting/Event Management, etc.
- Obtain Staff Services in the most cost-effective manner--locally, through Vermont REALTORS®, or in partnership with another local association.

Strategy 1C: Board of Directors & Committees

- Hold Six Board of Directors meetings annually.
- Ensure GMAR committees have well-defined objectives and representation from each region.



Goal 2 Community Outreach

**The Green Mountain
Association of
REALTORS® will be the
“Voice for Real Estate”
in its Market Area.**



Strategy 2A: Be the Voice for Real Estate

- Publish market statistics for the GMAR service area and real estate trends each month, on the Website, on Facebook and in local media.
 - Obtain and publish monthly market statistical info from PrimeMLS and brand as GMAR data.
 - Share content from NAR's consumer-facing social media accounts (HouseLogic).

Strategy 2B: Community Engagement

Establish a working group of Three Volunteers to:

- Choose two community investment events and two community engagement events for the entire year. Complete by March 1 annually.
 - Complete one event each quarter throughout the GMAR service area.
 - Identify one local housing-related service group to support on an on-going basis.
 - Apply for a NAR Place Making grant to support the improvement of a local amenity.

Strategy 2C: Enhance the REALTOR® Image

- Partner with VR® and other local associations in their efforts to promote the value of REALTORS®.

The Green Mountain Association of REALTORS® will be the leading advocate for the business interests of members, private property rights and real property ownership.

Goal 3 Advocacy

Strategy 3A: Promote Member Business Interests

Establish a working group of Three Volunteers to:

- Determine if increased Advocacy services can be purchased from VR®, and at what cost.
- Coordinate with Vermont REALTORS® Government Affairs Staff in sharing legislative updates/successes and NAR and Vermont REALTOR® advocacy assets.
- Promote annual membership investment in RPAC. (x2)
 - Hold an RPAC event annually utilizing an NAR RPAC Fundraising grant.

Strategy 3B: Advocate for Private Property Rights

- Promote examples of Members engaging with local officials to protect property rights. (x2)
- Partner with Vermont REALTORS® in its efforts to promote private property rights.

Strategy 3C: Promote Real Property Ownership

- Increase Member/Public Voter Participation. (x2)
 - Conduct Voter Drives among members and the public.
- Increase GMAR Participation rates on NAR and Vermont REALTORS® Calls for Action.



Goal 4

Professional Development

The Green Mountain Association of REALTORS® will consistently strive to increase the professionalism of its Membership.



Strategy 4A: Partner with Vermont REALTORS® and/or Local Affiliates to deliver quality educational programming

- Develop sponsorship opportunities for affiliates to support programming.
- Provide a minimum of two Continuing Ed courses per year at no added cost to members.
- Deliver or partner with VR or nearby local association to provide a REALTOR® safety activity annually.

Strategy 4B: Provide Consumer Access to the REALTORS® Professional Standards Process via the GMAR website

Strategy 4C: Ensure that GMAR Members have access to the Professional Standards enforcement process and Fair Housing and Implicit Bias training on an annual basis

- GMAR will partner with Vermont REALTORS® to provide these services.

**The Green Mountain
Association of
REALTORS® Will
Improve and Expand
Communications with
Members, Affiliates
and the Public**



Goal 5 Communications

Strategy 5A: Purchase additional, proactive communication staffing services, either from VR®, as a shared service with another local association, or by hiring local staffing

- **Develop 3 “GMAR Value Propositions”, one for Members, one for Affiliates, one for the Public.**
 - **Regularly update GMAR’s website and Facebook page to promote GMAR activities and include Affiliate sponsorship opportunities.**

Strategy 5B: Focus on Brokerage Community

- **Membership committee to reinstate and promote quarterly broker meetings.**
 - **Focus on risk management, business issues, networking and education for brokers.**
 - **Continue the “welcome letter” for new agents and brokers, emphasizing value of GMAR participation.**

Strategy 5C: Focus on Affiliate Engagement

Establish a working group of Three Affiliates to:

- **Define and promote the benefits of being a GMAR Affiliate, including sponsorship opportunities and an annual Affiliate mixer.**

As a PrimeMLS Shareholder, GMAR will focus on the delivery of valuable MLS tools and data for its Members

Goal 6 MLS

Strategy 6A: Ensure there are three separate individuals representing GMAR at all PrimeMLS Shareholder Meetings

- **Require that any GMAR representative serving on the PrimeMLS Board of Directors be properly trained for the activity and fully understands GMAR Membership MLS service needs.**

Strategy 6B: Evaluate the implications of the PrimeMLS shareholder agreement to understand the GMAR role in ownership and Governance

- **Obtain and regularly review the most current shareholders' agreement and bylaws of PrimeMLS.**

Strategy 6C: Require MLS Reporting at every board meeting, whether in person or via Zoom, or require a written report from the Shareholder representatives

