

Vision Statement

The Fayette Board of REALTORS® is dedicated to providing excellent services, support and resources to our members while advocating for private property rights and promoting the highest level of professionalism.

Mission Statement



The mission of the Fayette Board of REALTORS® is to advance the interests and meet the needs of our REALTOR® members, to advocate for the real estate industry and private property rights, and to instill professional integrity in our members by providing services, education and resources that allow them to better serve the public both ethically and professionally.

Strategic Plan



Primary Customers

The primary customer of the Fayette Board of REALTORS® shall be the REALTOR® members, both primary and secondary, and affiliate members.

Strategic Goals

Member Involvement & Engagement – The Fayette Board of REALTORS® will develop programs and resources designed to increase member participation and interaction.

Communication – The Fayette Board of REALTORS® will be the “Voice of Real Estate” in Fayette County and will provide information to members and the community on real estate related matters.

Advocacy – Preserving and protecting homeownership through legislative issues. The Association will increase member awareness of the efforts and results of advocacy and encourage participation in legislative matters.

Professionalism, Ethics & Education - The Fayette Board of REALTORS® will provide ethics training and education to members, both new and continuing, to promote the highest level of professionalism.

Possible Action Plans

Member Involvement & Engagement:

Objective: To develop programs and resources designed to increase member participation and interaction.

Possible Plans of Action:

1. Create a Broker Forum to meet semi-annually to share information and discuss issues pertaining to the Board
2. Conduct a survey to determine what types of information & programs members would find interesting and valuable
3. Maintain our website, Facebook page and our MLS dashboard to communicate effectively any and all information of importance
4. Provide information through email, text messages and monthly business meetings
5. Start a new member involvement program

Communication:

Objective: To be the “Voice of Real Estate” in Fayette County and provide information to members and the community on real estate related matters.

Possible Plans of Action:

1. Promote a positive image of REALTORS® through advertising and promoting NAR’s public awareness campaign
2. Provide articles of interest pertaining to real estate to the local newspaper
3. Enhance website with articles and other information concerning real estate to educate the public
4. Position our REALTOR® members as a valuable source of information to consumers
5. Increase awareness about our community support and involvement

Advocacy:

Objective: Preserve and protect homeownership through legislative issues, increase member awareness of the efforts and results of advocacy and encourage participation in legislative matters.

Possible Plans of Action:

1. Increase member awareness of RPAC and by doing so, increase contributions
2. Develop new ideas for fundraising and promoting RPAC
3. Encourage members to be registered voters
4. Be proactively involved with legislative matters
5. Encourage participation in Calls to Action

Professionalism, Ethics & Education

Objective: To ensure the highest level of professionalism through training and education.

Possible Plans of Action:

1. Promote the understanding and adherence of the Code of Ethics
2. Provide ethics training to both new and continuing members
3. Encourage member's involvement in Code of Ethics enforcement by reporting alleged violations
4. The Board will maintain an educational scholarship program for members to encourage professional development.
5. Investigate the interest of younger members to get involve with the YPN