

# VISION

The most sought-after association whose members are the most elite professionals in the region.

# MISSION

Baldwin REALTORS®:

- Supports private property rights.
- Delivers the best tools and resources to ensure REALTOR® professionalism.
- Enforces the Code of Ethics.

**BALDWIN | REALTORS®**  
THE SOURCE FOR REAL ESTATE

**BALDWIN | MLS**



Baldwin REALTORS® is a professional trade association supporting the success and advancement of over 2,500 REALTORS® in the Baldwin County area. BR supports members through professional education, peer networking, and MLS services. We work for the protection of private property ownership and promote the work of our members in the local community. REALTORS® are held to a high standard of conduct by their peers and the National Association of REALTORS® Code of Ethics.

**BALDWIN REALTORS®**

23280 County Road 65  
Robertsdale, AL 36567  
251-947-3777



**BALDWIN | REALTORS®**  
THE SOURCE FOR REAL ESTATE

# STRATEGIC PLAN

2022 - 2024



# '22-'24 INITIATIVES

## Tools & Membership Benefits:

Investigations of new tools and benefits that align with the Member Value Proposition, as well as an examination of existing tools and benefits to ensure they are up-to-date and relevant for the average member.

## Broker Involvement:

New monthly communication from the board to brokers containing relevant industry news and association updates to be shared with offices and agents.

## Leadership Training:

Develop an association program required for members interested in the process of becoming committee and board leaders, as well as required training for new directors within 1 month after elected.



## GOALS

### Industry Disruption

Baldwin REALTORS® will position members and consumers to be prepared for external industry changes.

### Association Sustainability

Baldwin REALTORS® will become a self-sufficient organization.

### Culture

Baldwin REALTORS® will cultivate a true, unified, respectful, and strong leadership culture.



## FOCUS AREAS

Association and Member Preparedness | Affordable Housing and Market Availability | REALTOR Value Enhancement | Office and Consumer Communication | Leadership Development