



The Greater Fort Worth Association of REALTORS® advocates for private property rights and fair housing opportunities while advancing professionalism and ethics in the real estate industry.



Member Engagement & Services

Enhance member engagement through excellent service, clear communication of value, and meaningful opportunities.

Strategic Objectives:

- Member engagement and communication
- Outreach, collaboration, and leadership development
- Organizational stability and core mission



Advocacy

Increase public awareness of REALTOR® value and community impact through strategic communication, community engagement and targeted outreach.

Strategic Objectives:

- Member communication and advocacy awareness
- TREPAC education and engagement
- Advocacy development



Consumer Outreach

Maintain a culture of political advocacy as a unified voice for property rights and the real estate industry, enhancing awareness among members and consumers.

Strategic Objectives:

- Promoting the REALTOR® value proposition
- Community engagement and brand visibility
- Targeted messaging



Professionalism & Education

Provide education and resources that strengthen member professionalism and support career growth.

Strategic Objectives:

- Professional development and competency
- Early career engagement and member success
- Industry partnerships and trends