



**GREATER
FORT WORTH**
ASSOCIATION OF REALTORS®

2026-2027 Strategic Plan



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 Focus:

- Member value and support
- Outreach, collaboration, and leadership development
- Organizational stability and core mission



Advocacy

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 Focus:

- Member awareness
- TREPAC education and participation
- Advocacy development



Consumer Outreach

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

Strategic Focus:

- Promote REALTOR® value
- Community impact and brand visibility
- Targeted messaging



Professionalism & Education

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

Strategic Focus:

- Professional development and competency
- Member success
- Industry partnerships and trends