

GREATER NASHVILLE REALTORS® **2026-2028 STRATEGIC PLAN**

PILLAR: **VALUE TO MEMBERS AND THE INDUSTRY**

Issue: The Greater Nashville REALTORS® Value Proposition

MILESTONES 2028

By 2028 . . .

- Real estate practitioners choose engagement in Greater Nashville REALTORS® to achieve the highest standard of professionalism and to be part of the industry's premier community for advocacy, career development, networking and collaboration.

Issue: Professional Development

MILESTONES 2028

By 2028 . . .

- Greater Nashville REALTORS® is the leading regional provider of relevant, high quality real estate education and professional development opportunities.

PILLAR: **LEADERSHIP, OUTREACH AND INFLUENCE**

***Issue:* Advocacy and Public Relations**

MILESTONES 2028

By 2028 . . .

- Greater Nashville REALTORS® takes a leadership role in creating awareness around and passing local legislation that results in increased density for all types of housing in Nashville.
- Greater Nashville REALTORS® provides credible, trusted real estate industry information, business tools and guidance that helps members and the public make informed decisions.

***Issue:* Greater Nashville REALTORS® Scope and Influence**

MILESTONES 2028

By 2028 . . .

- Greater Nashville REALTORS® has enhanced collaboration with surrounding local associations and related industry/business organizations.

PILLAR: **MEMBER ENGAGEMENT**

***Issue:* Membership Development**

MILESTONES 2028

By 2028 . . .

- Membership in Greater Nashville REALTORS® has increased by 20 percent as a result of outreach efforts and strong member retention.

***Issue:* Member Community**

MILESTONES 2028

By 2028 . . .

- Individual member engagement and frequency of engagement have increased.

***Issue:* Broker Relations**

MILESTONES 2028

By 2028 . . .

- Broker engagement has increased through dedicated managing broker events with targeted information and networking opportunities.

PILLAR:

ASSOCIATION DEVELOPMENT AND SUSTAINABILITY

Issue: Association Governance

MILESTONES 2028

By 2028 . . .

- The Greater Nashville REALTORS® Board of Directors is a more strategic and nimble body.

Issue: Operating Efficiency

MILESTONES 2028

By 2028 . . .

- Greater Nashville REALTORS® human, financial, and technological resources are organized for optimum efficiency and effectiveness.

Issue: Financial Security

MILESTONES 2028

By 2028 . . .

- Greater Nashville REALTORS® revenue streams and investments provide long-term stability and capacity to further invest in the mission.