



*Mission: Sierra Nevada REALTORS® empowers members to professionally achieve success through education, resources and advocacy.*

*Vision: Sierra Nevada REALTORS®...  
Professionals prepared to serve our communities with integrity and innovation.*

*Values: Sierra Nevada REALTORS® strive at all times to be:  
Enthusiastic, Trusted, Effective, Collaborative, Connected,  
Influential, Knowledgeable,*

## ENGAGE

**SNR members are aware and engaged, creating a highly successful association.**

- Communication
- Events
- Broker Engagement
- YPN Engagement

## SUCCEED

**SNR equips members with education and resources that allows them to be professional and successful.**

- Education
- Professional Standards
- Business Services

## ADVOCATE

**SNR is an advocate for real estate matters affecting its members and the communities they serve.**

- Political Relations
- Government Affairs

## CONNECT

**SNR is a recognized partner that positively impacts communities in which its members live and work.**

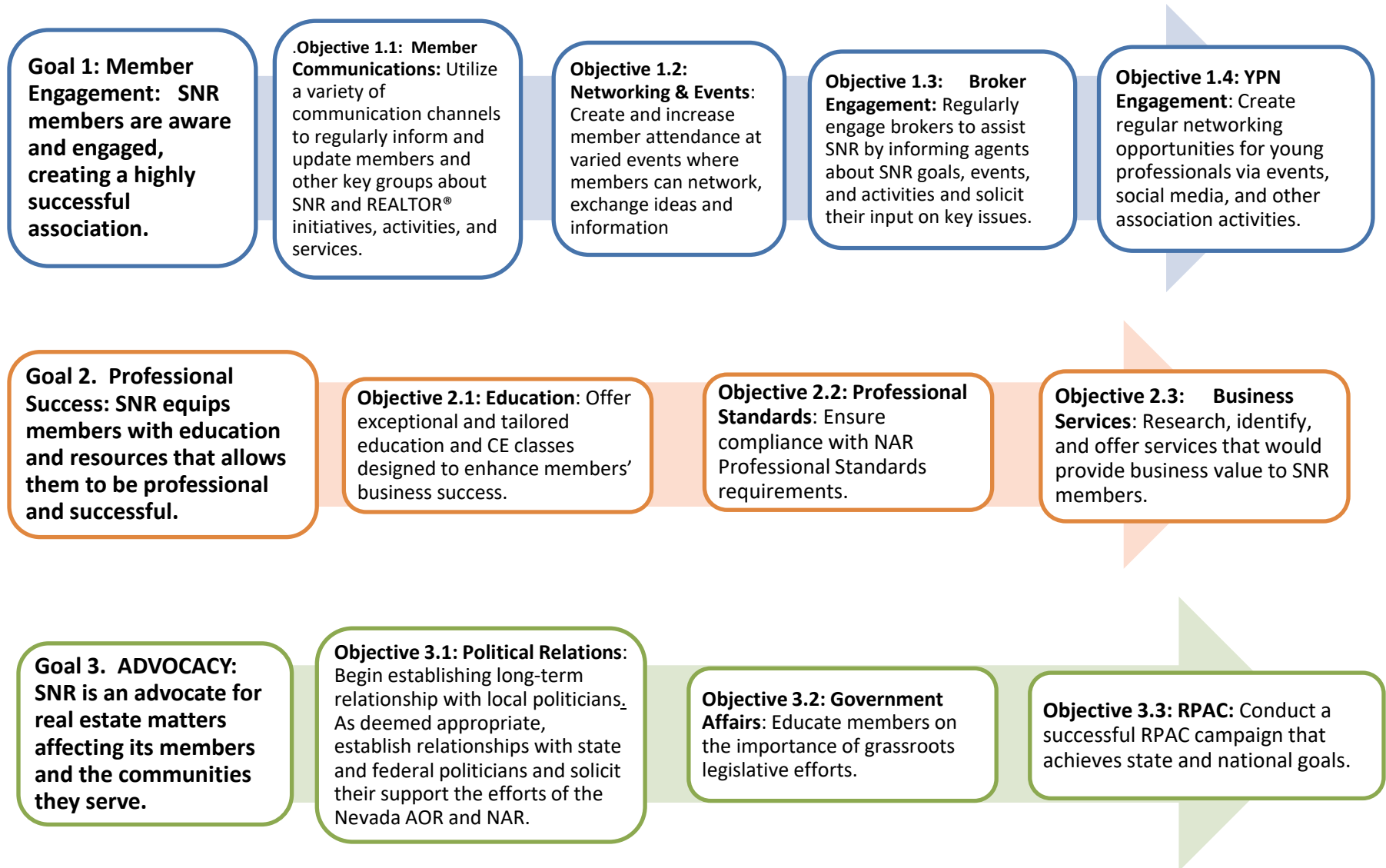
- Service
- Coalitions
- Media & Public

## GOVERN

**SNR is a professionally staffed, multi-faceted organization with sound finances and operations, dedicated volunteers, and an effective governance structure.**

- Human Resources
- Finances
- Operations
- Governance
- Volunteer Leadership
- REALTOR Association Relations

# SIERRA NEVADA REALTORS® 2019-21 STRATEGIC PLAN



# SIERRA NEVADA REALTORS® 2019-21 STRATEGIC PLAN

