



OUR VISION

To foster the most professional and engaged REALTORS® in the nation.

OUR MISSION

ABoR. Building Connections.

At the Austin Board of REALTORS®, we build connections that strengthen the careers of our members and improve the lives of Central Texas families. We connect our members to unparalleled opportunities for training and professional development, while also strengthening the industry’s connection to the highest standards of ethical behavior. We connect homeowners and REALTORS® to the legislative process, speaking up for the place we all call home.



BE THE ESSENTIAL RESOURCE

- Provide impactful services and a wide variety of programs that address the unique challenges of our members’ profession.
- Be the source for industry trends, risk reduction, and evolving business practices.
- Position Central Texas REALTORS® as trusted advisors to their clients through thoughtful consumer engagement.
- Establish ABoR as the voice of real estate and comprehensive resource of market data for government affairs stakeholders, community leaders, and media partners.
- Deliver independent value to our membership to more nimbly adapt to industry expectations and changes.



ENGAGE INTENTIONALLY

- Connect with members where and how they want to be engaged.
- Embrace technology that allows ABoR to better connect with those we serve.
- Humanize and amplify our communications to better resonate with our members.
- Influence the REALTOR® brand through deeper engagement in NAR and TAR.
- Provide exceptional customer experiences to members.



ELEVATE OUR INDUSTRY

- Establish ABoR as a thought leader for increasing professionalism in our industry through stronger enforcement, risk reduction, and accountability initiatives.
- Deliver impactful education, member programs, and interactive events that enhance both the leadership and professionalism of REALTORS® and Affiliates.
- Strengthen leadership and membership participation to mirror the rich diversity and culture of our region.



ADVOCATE FOR THE COMMUNITY

- Expand and deepen ABoR’s government affairs initiatives and member engagement in advocacy and the electoral process.
- Solidify ABoR as the most influential force in issues impacting homeowners and the real estate profession in Central Texas.
- Mobilize members to become advocates in governmental affairs at the local, state, and national level.
- Cultivate and maintain strong community partnerships and alliances.



CHAMPION OPERATIONAL AGILITY

- Invest in technology that ensures an efficient and effective member experience.
- Offer competitive benefits and professional development opportunities for staff to ensure high standards of performance.
- Implement creative solutions for generating revenue.
- Calibrate membership packages and fees structures with industry norms.
- Demonstrate transparency of information and decision-making processes.

CORE COMPETENCIES

Professionalism | Education | Government Affairs