



## Strategic Plan 2022-2024

**Membership Services**

DAAR provides professional support to retain and grow the membership.

**Professionalism & Business Success**

DAAR offers exceptional development opportunities to members and staff to elevate professional standards and foster business growth.

**Broker Relations**

DAAR brokers recognize that their guidance and involvement are vital to their agents' engagement and success.

**Advocacy**

DAAR is recognized regionally as the leading advocate for property rights and real estate issues.

**Community Outreach**

DAAR invests in the community through charitable partnerships, education, and promotions to strengthen the REALTOR® brand.

### MISSION STATEMENT

The mission of the Dulles Area Association of REALTORS®

Supporting our members, the real estate industry, and the communities we serve with the highest standards of ethics, professionalism, and inclusion.