

Dulles Area Association of REALTORS®

2025- 2027

Dulles Area Association of REALTORS® empowers its members with tools, resources, and a commitment to ethical standards and professional excellence, enabling them to serve their clients and communities with integrity and purpose.

Broker/ Member Engagement

DAAR shall utilize resources and expertise to attract, engage, and retain membership.

- Develop a Broker outreach plan, including re-introducing an ambassador program and events.
 - Accountability – Membership Development Committee
 - Timeline – 2nd Quarter 2025
 - Resources – DAAR Staff, All committees, Members
- Establish and gather data for a list of members with Broker’s licenses to create initiatives to encourage maximum engagement.
 - Accountability – Member Development Committee
 - Timeline – 1st Quarter 2026
 - Resources – DAAR Staff, DPOR
- Assemble a database of office influencers to approach to introduce a program to disseminate information about DAAR.
 - Accountability – Member Development and Awards Committee
 - Timeline – 1st Quarter 2025
 - Resources – DAAR Staff, Members
- Create a sense of belonging with the association to infuse into all association events and activities.
 - Accountability – Member Development Committee
 - Timeline – 4th Quarter 2026
 - Resources – DAAR staff, Members, Committees
- Develop a New Member Program to engage new members promptly and regularly in their first year.
 - Accountability – New Member Task Force (new)
 - Timeline – 2nd Quarter 2025
 - Resources – Member Development Committee, DAAR Staff, Virginia REALTORS®, NAR
- Review Member Recognition Program.
 - Accountability – Awards Committee
 - Timeline – 4th Quarter 2025
 - Resources – DAAR Staff, Members

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Professional Development

DAAR shall facilitate the ongoing professional development of its members.

- Identify and engage diverse educators to deliver high-quality, continuing education classes.
 - Accountability – Professional Development Committee
 - Timeline – 1st quarter 2025 and ongoing thereafter
 - Resources – Members, DHI Committee, DAAR Staff, Virginia REALTORS® Affiliates, Community

- Deliver inspiring growth-focused workshops to elevate our members' business.
 - Accountability – Professional Development Committee
 - Timeline – 2nd Quarter 2025 and ongoing thereafter
 - Resources- DAAR Staff, All Committee, Affiliates, Members

- Host the Economic Summit and revitalize the D3 Conference to maximize impact and engagement.
 - Accountability – Professional Development Committee
 - Timeline – 1st Quarter 2025
 - Resources- DAAR Staff, Affiliates, Members, Bright MLS, Virginia REALTORS®

- Reintroduce Broker continuing education classes to enhance professional development.
 - Accountability – Professional Development Committee
 - Timeline – 1st Quarter 2025
 - Resources – DAAR staff, Virginia REALTORS®, NAR

- Maximize using Virginia REALTORS® and NAR resources to benefit members' education.
 - Accountability – Professional Development Committee
 - Timeline – 2nd Quarter 2025
 - Resources – DAAR Staff, Virginia REALTORS®, NAR

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Community Outreach

DAAR shall promote its value to the community through relationship-building and partnerships.

- Establish new and strengthen existing relationships with non-profits to help continually improve the quality of life in our community.
 - Accountability – Community Service Committee
 - Timeline – Ongoing
 - Resources – DAAR Staff, Members

- Foster and strengthen partnerships with diverse initiatives to promote equity and inclusion throughout the real estate community.
 - Accountability – Diversity & Housing Initiative Committee
 - Timeline – Ongoing
 - Resources- DAAR Staff, Professional Development Committee, Members, Community

- Educate our community on the value of using a local REALTOR®.
 - Accountability – Community Service Committee
 - Timeline – 4th Quarter 2025
 - Resources- Members, DAAR Staff, Virginia REALTORS®, NAR, Community

- Inform REALTORS® and the community about housing options in Loudoun County.
 - Accountability – Government Affairs and Diversity & Housing Initiative Committees
 - Timeline – 4th Quarter 2025 and ongoing
 - Resources – DAAR Staff, Professional Development Committee, Loudon County Government

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Advocacy

DAAR shall continue to influence public policy to benefit members and the community.

- Educate members on the “why” of RPAC to earn the RPAC Triple Crown each year.
 - Accountability – Government Affairs Committee
 - Timeline - Ongoing
 - Resources - DAAR Staff, Members, Virginia REALTORS®,NAR

- Engage with elected officials to promote DAAR’s value to the community and educate on issues impacting REALTORS®.
 - Accountability – Government Affairs Committee
 - Timeline – Ongoing
 - Resources- DAAR Staff, Members, Professional Development, Virginia REALTORS®, NAR

- Increase the members' awareness of regional public policy matters.
 - Accountability – Government Affairs Committee
 - Timeline – Ongoing
 - Resources- DAAR Staff, Members, Diversity Housing Initiative Committee

- Advocate for and promote fair housing initiatives that support the expansion of diversity.
 - Accountability – Diversity & Housing Initiative Committee
 - Timeline – Ongoing
 - Resources- Government Affairs Committee, DAAR Staff, Members, Housing Virginia, Loudoun County

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Association Services

DAAR shall promote its value to members.

- Create and disseminate a tangible value proposition to the membership.
 - Accountability – Membership Development Committee
 - Timeline – 2nd Quarter 2025
 - Resources – DAAR Staff, DAAR Board of Directors, Virginia REALTORS®, NAR

- Procure and finalize a new location to best service our membership.
 - Accountability – Budget and Finance Committee
 - Timeline – 1st Qtr. 2025
 - Resources – DAAR Board of Directors, Task Force

- Ensure the continuing financial stability of the association.
 - Accountability – Budget and Finance Committee
 - Timeline – Ongoing
 - Resources – DAAR Board of Directors, DAAR Staff, Members

- Investigate and develop synergies for shared services.
 - Accountability – Executive Committee
 - Timeline – Ongoing
 - Resources – DAAR Board of Directors, Budget and Finance Committee