

Mission: The Greater El Paso Association of REALTORS® protects property rights and facilitates a high standard of professionalism and ethics among our members.

Advocacy



Association Outreach



Development & Success



Association Social Responsibility



Member Engagement



Goal: Educate, motivate and mobilize REALTORS® and the public on issues affecting private property rights, the real estate industry and the economic vitality of the community.

The Greater El Paso Association of REALTORS® will:

- Promote the importance of TREPAC as it relates to the health and vitality of the real estate market and community as a whole.
- Maintain a strong and visible presence in all local political meetings and have the ability to engage all REALTOR® members in advocacy efforts when necessary.
- Encourage REALTOR® members to vote.
- Encourage members to serve in elected and appointed positions in local government and community organizations such as city council, planning and zoning boards, and promote the availability of opportunities to serve.
- Educate members on the importance of Calls for Action on local, state and national issues.

Goal: Recognize the importance of having a positive public image and strong relationship between REALTORS® and the community.

The Greater El Paso Association of REALTORS® will:

- Be the Voice of Real Estate both internally to REALTORS® and externally to the public through diverse media strategies.
- Promote the value of the association and the role it serves as a community partner and trusted resource to members.
- Promote and encourage REALTORS® to engage in community involvement and service programs.
- Develop and utilize a marketing plan to promote the positive image of the REALTOR® to consumers.
- Explore opportunities and the resources necessary to expand the association's communications and marketing strategies to enhance the image of the association and our REALTOR® members with the public.

Goal: Promote growth and provide resources that elevate professionalism and contribute to the success of our members.

The Greater El Paso Association of REALTORS® will:

- Promote professionalism and provide resources that elevate the standards of professionalism within the industry.
- Improve the quality of our professional development program through the increased availability of modern and relevant training opportunities.
- Diversify the delivery of professional development opportunities in ways that fit member preferences for time and location.
- Ensure full transparency and accountability of the association to our members.
- Provide platforms for member input and feedback, including regular use of surveys.

Goal: Promote and encourage member participation to develop a sustainable plan to improve the economic and social conditions of our community.

The Greater El Paso Association of REALTORS® will:

- Recognize that REALTORS® are inextricably entwined and represent the fabric of their communities and that we, as REALTORS®, benefit from the economic vitality of our community and have a responsibility and moral obligation to give back to the community.
- Develop a program through the association to give and facilitate member giving to local charitable organizations.
- Recognize members and companies who participate in charitable giving.
- Solicit member input to help determine where charitable contributions should be directed.

Goal: Communicate the value of membership and develop long-term relationships with its members through a culture of engagement.

The Greater El Paso Association of REALTORS® will:

- Engage new members to help the association understand their expectations and educate them on the opportunities to be involved.
- Actively recruit new and emerging leaders for the association.
- Increase communication and transparency of the value of the association.
- Increase member engagement and assimilation through recognition.