

## OUR VISION

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

## CORE COMPETENCIES

Professionalism | Advocacy | Culture | Community Engagement | Education

## OUR VALUE PROPOSITION

ABoR is the engine of our members' success. We deliver the knowledge, connections, and intelligence you need to succeed on your own terms.



### BE THE ESSENTIAL RESOURCE

- Position Central Texas REALTORS® as the essential resource for homebuyers, sellers, and renters through thoughtful, year-round consumer engagement.
- Expand ABoR Research arm to provide localized, in-depth insights on the state and impact of housing in our communities.
- Deliver flexible, dynamic programming and education that is hyper-responsive to market conditions, member needs, and industry changes.
- Deepen and develop the Affiliate membership model to deliver an unparalleled business network for REALTOR® members.
- Deliver independent value to our membership to more nimbly adapt to industry changes and regulations.



### ENGAGE INTENTIONALLY

- Refine our communications, programs, and platforms to deliver a truly unique, targeted member experience.
- Continue to invest in technology that allows ABoR maximum agility in meeting members where they are.
- Continually refine our member benefits suite to support all areas of members' professional and personal well-being.
- Explore AI and emerging technologies and services to enable more personalized, hands-on support, such as coaching, mentorship, and more.
- Develop structured training curriculum and resources for new members and broker onboarding programs.
- Deepen and refine communications capabilities and offerings relevant to evolving brokerage business models and team structures.



### ELEVATE OUR INDUSTRY

- Define "the ABoR Standard", setting expectations for member professionalism, education, and involvement.
- Expand ABoR's presence as an industry-wide thought leader for Association best practices, agent professionalism, and engagement.
- Develop education courses, designations, and credentials that enhance professionalism, niche expertise, and Fair Housing at a hyper-local level.
- Expand and encourage pathways to leadership within the Association and industry at large.
- Explore national and cross-border partnerships for bilateral member education and programming.
- Foster the next generation of Central Texas real estate professionals through educational partnerships and community engagement.



### BUILD A CULTURE OF BELONGING

- Define and cultivate ABoR's membership culture to foster a unified member experience, sense of community, and connection.
- Further strengthen leadership and membership participation to mirror the rich diversity and culture of our region.
- Continue to humanize our communications by telling our members' stories, showcasing their expertise, and illustrating the agent value proposition.
- Diversify and expand member impact through resources & programs that are multilingual and/or address the needs of differently-abled consumers.
- Expand and enrich our Ambassador volunteer model to further drive peer-to-peer connection and rapport.
- Continue to demonstrate transparency in organizational information, member feedback, and decision-making processes.



### ADVOCATE FOR THE COMMUNITY

- Expand and deepen ABoR's advocacy initiatives and member engagement in government affairs and the electoral process.
- Be the most influential force in issues impacting property owners and the real estate profession in Central Texas.
- Equip and mobilize members to become governmental affairs advocates at the local, state, and national level.
- Cultivate and maintain strong community partnerships and alliances.
- Safeguard the future of Central Texas homeownership through thoughtful partnerships, financial literacy education, and consumer outreach initiatives.



### CHAMPION OPERATIONAL AGILITY

- Continue to invest in technology that delivers a superior, on-demand member experience.
- Proactively identify and implement creative solutions for generating revenue.
- Revise our business structure and membership types to drive member recruitment and retention.
- Offer competitive benefits and professional development opportunities for staff to ensure high standards of performance.
- Implement sustainability best practices across ABoR facilities and operations.
- Prioritize structures, initiatives, and partnerships that enable maximum scale and agility for innovation.

## OUR VISION

Unlock innovation through industry-leading technology and data services.

## OUR PURPOSE

To steward a trustworthy, transparent marketplace where Central Texans - and the REALTORS® who serve them - have access to the most complete, accurate, and timely real estate data intelligence, with the goal of making home accessible and attainable for all.

## CORE COMPETENCIES

Providing Timely and Accurate Data | Providing Comprehensive and Accessible Data | Promoting a Fair and Efficient Marketplace



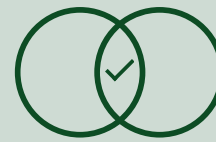
### STRENGTHEN DATA INTEGRITY

- Continue to prioritize system rules and data governance to ensure accurate, comprehensive, and timely market data quality.
- Continue to be an early adopter and industry driver of MLS data standardization and compatibility.
- Explore AI-driven tools and emerging technologies to streamline data compliance and maintain clean, reliable MLS data.
- Expand broker communication, education, and resources in risk mitigation and data management best practices.
- Implement MLS rules and policies that meet the unique needs and characteristics of our marketplace.



### DELIVER UNPARALLELED SERVICE

- Enhance our subscription tiers to deliver a unique MLS experience tailored to individual subscriber needs.
- Continue to strengthen and diversify MLS product suite to streamline agent workflows and deliver more value for their clients.
- Deliver sophisticated data intelligence tools that empower agents to derive insights from MLS data, understand market trends, and educate their clients.
- Invest in platforms and products that deliver an intuitive, efficient, and mobile-friendly interface for both agents and clients.
- Deliver comprehensive training initiatives and robust customer support resources to help subscribers maximize the value of Unlock MLS and its products.



### BE THE COMMON GROUND

- Establish Unlock MLS as the foremost Central Texas housing and economic data authority through strategic data partnerships, research, and tools.
- Leverage MLS data analytics to minimize market confusion and make the housing market more accessible, understandable, and navigable for Central Texans.
- Foster trust in the Central Texas housing market by humanizing Unlock MLS communications and thoughtful consumer outreach.
- Proactively implement tools and initiatives that champion Fair Housing within the MLS.
- Explore opportunities to deliver a multimarket MLS experience with intuitive connections to relevant regional and global markets.



### ELEVATE THE INDUSTRY

- Be an industry leader in adopting and modeling pro-consumer MLS rules and best practices.
- Leverage our strategic ownership in Remine to develop and launch the MLS platform of the future.
- Establish Unlock MLS as an industry thought leader through strategic speaking opportunities, leadership roles, and influencer engagement.
- Collaborate with MLSs, industry experts, and proptech companies to drive industry change and encourage the creation of new MLS-related applications.
- Strategically invest in innovative technologies and data services that streamline and enhance the real estate transaction while strengthening value in the MLS.



### CHAMPION OPERATIONAL AGILITY

- Prioritize seamless integration and interoperability with third-party applications and emerging technologies.
- Pursue partnerships and vendor relationships that maximize flexibility, scalability, and control.
- Implement technologies and vendor relationships that maintain high data security standards and best practices.
- Proactively identify and implement creative solutions for generating revenue.
- Offer competitive benefits and professional development opportunities for staff to ensure high standards of performance.