

Mission: Suburban West REALTORS® Association advocates for the real estate industry and private property rights. It promotes the professional integrity of its members by providing resources that position them to deliver superior service to the public, maximize their income and grow to meet the needs of the future.

Communications

Suburban West has a comprehensive communication strategy for its members and the public to articulate the relevance and value of its programs, products, services and the REALTOR® brand.

- Suburban West encourages member input to shape relevant programs, products and services.
- Through collaborative efforts with PAR and NAR, Suburban West communicates the value of its extensive programs, products, services and benefits as delivered through the REALTOR® brand.
- Through an external communication strategy, local communities recognize the difference that REALTORS® make through community involvement and advocacy initiatives for private property rights.
- Consumers understand the benefits of REALTORS® adhering to the higher standards of the Code of Ethics.

Political/Community Outreach

Members consistently strive to improve the quality of life in the communities they serve through political action and philanthropic efforts.

- Suburban West supports the strategic vision of the Suburban REALTORS® Alliance to improve its effectiveness in influencing positive legislation.
- Suburban West members understand the importance of participating in the political process and have a vibrant culture for financially investing in RPAC.
- Members fully and actively engage in responding to all Calls to Action from NAR, PAR and SRA.
- Suburban West showcases the philanthropic efforts of members whose actions positively contribute to the quality of life in its communities.

Professional Development

Suburban West is the leader in providing career and professional development opportunities for real estate practitioners.

- Suburban West has a comprehensive financial plan to maintain a steady source of non-dues income.
- Member audiences value the spectrum of programs delivered to enhance their business and professional growth.
- Suburban West is committed to securing the highest quality field-relevant experts to satisfy the interests and business needs of their members.
- Suburban West delivers business and career development programs through a variety of existing and emerging learning platforms and physical locations.
- Suburban West offers members an authorized format for resolving business disputes.

Governance

Suburban West has a fiscally responsible and adaptive business structure that safeguards the interests of its members with the support of a highly skilled staff and dedicated leaders.

- Suburban West employs a highly skilled staff in a state-of-the-art facility that is adaptive to the future needs of its members and to the strategic vision of its business.
- Suburban West has a financially sound business strategy to prudently manage assets, diversify income streams and proactively anticipate its business needs.
- Suburban West has a progressive business structure that cultivates future leaders, is responsive to its diverse audiences and has a culture that personifies ethical and professional business practices.
 - Expand the Commercial Chapter
 - Expand Affiliate opportunities
 - Build bridges with Brokers, Managers and Team Leaders
 - Identify and cultivate future leaders through continued emphasis on the Leadership Development Program and YPN with a clear focus on involvement
 - Conduct workgroups to make recommendations to the Board of Directors on governance changes, documents and bylaws.
- Suburban West is open to all growth and cooperative business opportunities that align with our overall philosophy.