

# Bloomington Board of REALTORS®

**Our Mission:** Empower our members through education, advocacy and innovation.

## **Organizational Goals:**

**Professionalism:** Promote excellence by providing transformative learning experiences.

**Consumer Outreach:** Elevate the REALTOR® brand to the public.

**Advocacy:** Foster vibrant communities and protect private property rights.

**Technology:** Strategic use of technology to engage the public and increase member and organizational capacities.

**Member Engagement:** Provide a welcoming and helpful environment that optimizes member participation.

**Community Involvement:** Make significant societal and community impact.

**Administration:** Embrace a culture of continuous operational improvement and responsible stewardship of resources.

## **Guiding Principles:**

- To protect the individual right of real estate ownership
- To be honorable and honest in all dealings
- To seek better to represent my clients by building my knowledge and competence
- To act fairly towards all in the spirit of the Golden Rule
- To serve well my community and through it my country
- To observe the REALTORS Code of Ethics and conform my conduct to its lofty ideals