Strategic Plan

MID JERSEY | ASSOCIATION OF REALTORS®

Who We Are

The Mid Jersey Association of REALTORS®, Inc. (the "Association") is a professional business organization with a diverse membership that partners with NJR and NAR to provide essential programs, products, services, and relevant information to enhance their members ability to ethically and professionally represent the public, advocate for property ownership, housing opportunities, smart growth, and other REALTOR® Party principles and policies in the communities we serve.

What We Value

Accountability. Commitment. Community. Dependability. Diversity. Fairness. Honesty. Inclusion. Integrity. Leadership. Professionalism. Responsibility. Vision.

What We Stand For



Governance

Through the coordinated efforts of leadership, volunteers, and staff, the Association operates a fiscally responsible business that is future-focused, member-centric, inclusive, and committed to fulfilling its strategic vision.

Structure
Staffing
Facility and Operations
Finance
Diversity, Equity, and Inclusion
Volunteer Opportunities
Business Growth



Government Affairs

The Association is invested in the political process and engage in advocating for principles and policy positions of the REALTOR® Party, including property ownership, housing opportunities, smart growth, and other REALTOR® Party principles and policies as requested by all levels of the REALTOR® organization.

Fundraising
Policy
Grassroots Mobilization
Influence, Outreach



Community Outreach

Through various endeavors, the Association demonstrates its commitment to our communities and the people who live and work in them.

Programs, Events
Advocacy and Consumer Mobilization
Community Involvement
Influence, Outreach



Professional & Career Development

The Association is dedicated to raising the professional bar of its membership by providing the highest caliber of career development opportunities for all member audiences and faithfully administers Professional Standards services per the National Association of REALTOR®s Code of Ethics & Arbitration Manual.

Programming
Trainers
Target Audiences
Marketing
Delivery Options
Professional Standards Enforcement



Communication

Members and the communities we serve recognize the Association as the trusted voice for all things real estate in central New Jersey.

Internal
External
Messaging and Branding
Delivery Methods
Talent-Member Database