



Harrisonburg-Rockingham Association of REALTORS® Strategic Plan 2023-2025

Member Engagement

- HRAR will create communication strategies with valuable opportunities to grow and preserve member engagement.

Professional Development

- HRAR will equip members with opportunities to enhance professionalism.

Impact

- HRAR will impact the community through partnerships and advocacy.

Organizational Development

- HRAR will advance membership experience through a robust organizational structure.

MISSION STATEMENT

Harrisonburg
Rockingham
Association of
REALTOR® serves
our members to
positively impact
our local
community through
advocacy,
leadership, and
collaboration.
