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Our Mission - Provide value to our member's profession by providing tools and resources for them to ethically conduct their business; educate the public, and protect and defend private property rights.

Goal 1: Create and demonstrate to members the value and benefits of ACAR membership

Strategy A: Develop a broker specific communication to deliver information about ACAR and the local real estate market.

Strategy B: Create a "Leadership Outreach" program to deliver the Association message directly to the offices.

Strategy C: Expand the opportunities for members to network.

Strategy D: Deliver programs, products and services that the members need and want and provide avenues for member input.

Strategy E: Deliver an annual leadership report to communicate the positions taken by the Association.

Goal 2: Improve the public's perception of the value of the contributions made by REALTORS®

Strategy A: Develop and nurture mutually beneficial relationships with the media so as to become its preferred source of real estate information.

Strategy B: Expand and continue a media campaign focusing on REALTOR® contributions to our area.

Strategy C: Develop effective coalitions with local organizations and entities to make ACAR "the" source of real estate information.

Goal 3: Encourage stronger leadership by recruiting, training and recognizing volunteer participation in all levels of the association.

Strategy A: Deliver an annual Leadership Orientation program to assist the leaders in understanding their individual and team roles and goals.

Strategy B: Post Board and Committee agendas and minutes on the website to communicate to the members actions taken on their behalf.

Strategy C: Elections Committee to actively solicit and encourage participation in the ACAR Leadership.

Goal 4: Provide resources to enable members to operate in a professional, ethical manner and become the most informed real estate professionals



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Strategy A: Create an environment that encourages adherence to the Code.

Strategy B: Enhance our efforts to promote the Code through training, enforcement and better communication.

Strategy C: Convey the value of advanced education and REALTOR® designations.

Strategy D: Partner with Institutes, Societies, Councils and other associations as appropriate.

Strategy E: Utilize available technology, including social media, to connect with members.

Goal 5: Position ACAR as an advocate for private property rights and for other current political issues in Ada County

Strategy A: Utilize the efforts of our GAD to monitor current issues and work with the Political Affairs Committee to recommend positions to the Board of Directors.

Strategy B: Communicate with elected officials and governmental agencies regarding local issues and concerns.

Strategy C: Have a “point person” with key talking points to speak at the meetings of other organizations.

Strategy D: Implement a Continue a “Get Out the Vote” Campaign for REALTORS®

Goal 6: Ensure that the services offered by ACAR are directed toward creating professional REALTORS®.

Strategy A: New Member Orientation Committee to develop and expand the curriculum for new agent orientation and conduct meetings to solicit Broker support.

Strategy B: Increase ACAR’s knowledge of its membership by utilizing demographic and member needs surveys and designing membership services based on that information.

Strategy C: Monitor the educational requirements for all licensees.

Strategy D: Anticipate emerging business issues that members will be facing and deliver knowledge and solutions to potential challenges.