



STRATEGIC PLAN 2021

Our Vision

SAAR is the leading advocate, partner and real estate resource serving the interests of REALTORS® and the community region wide.

Our Mission

The Scottsdale Area Association of REALTORS® is dedicated to the development and success of real estate professionals who embody the highest standards of practice and leadership in service to their clients.

Value to Members

- To be the industry's preferred source for professional development in the region.
- To create an industry community in which members can learn, share, collaborate and access practical business resources that drive their success career long.
- Position Members to be leaders in the industry and the community.
- Advocate for diversity, equity, inclusion, and fair housing in real estate.

Advocacy and Influence

- To be respected and sought after for leadership in addressing the issues that impact quality of life in the community.
- To convene and give voice to the collective influence of the real estate industry and consumers on issues of property ownership and private property rights.

Member Engagement

- To customize the membership experience, providing members what they need, when they need it and how they want it.

SAAR Organizational Development

- To build the human and financial capacity and put the systems, structure and technology in place that will ensure the Association has the resources to meet the changing needs of its members.