

# Values - West Central Association of REALTORS®

**Mission, Vision, and Pillars are all aligned with the Following WCAR External and Internal Values Statements.**

## **EXTERNAL VALUES**

**Professionalism.** As REALTORS®, we commit to providing all clients and communities with the most accurate information, exceptional service, and trusted advice.

**Property ownership.** We believe that individuals, families, and communities benefit significantly from property ownership and support programs that allow the broadest ownership opportunities for all.

**Community Vitality.** We believe that a thriving real estate market is critical to the health and vitality of our communities.

**Collective impact.** We believe that our power to effect positive change for the industry and consumers is amplified when diverse industry organizations collaborate and speak with one united voice.

**Private property rights.** We believe that the freedom to buy, sell, and utilize property as an inherent right for all that must be protected.

## **INTERNAL VALUES**

**Integrity.** As leaders, we believe it is our obligation to honor the trust members have placed in us by doing our utmost to represent their interests and support their successes.

**Transparency and Accountability.** We believe in open communication with our members, clarification of how decisions are made, and accountability for how resources are managed. Our decisions and actions align with our values when we interact with members and engage in our communities.

**Member Success.** We believe the Association exists to serve the members, and we measure anything we do based on the degree to which it will drive member success.

**Partnership.** We believe that the industry and our members are best served when local, state, and NAR work collaboratively to support each other's success and to seamlessly deliver services to members.

**Adaptability.** We are a proactive, flexible, and innovative organization willing to consider new ideas and approaches that will best serve our members and the profession as needs, attitudes, and beliefs change.

**Contribution.** We commit to contributing our time and talent to support the success of our communities and the real estate profession.