



STRATEGIC PLAN 2021-2023

MISSION

MARIN REALTORS® ADVOCATES FOR HOMEOWNERSHIP AND INDUSTRY EXCELLENCE.

VISION

MARIN REALTORS® IS A TRUSTED ALLY THAT GUIDES OUR MEMBERS AND CONSUMERS THROUGH MARIN'S EVOLVING REAL ESTATE LANDSCAPE.

GOAL ①

FOSTER INCLUSION BY REDUCING BARRIERS TO PROPERTY ACQUISITION AND HOMEOWNERSHIP.

GOAL ②

EXPAND AND PROMOTE EDUCATIONAL RESOURCES FOR MEMBERS AND CONSUMERS.

GOAL ③

BRING VIBRANT NEW VOICES TO THE ORGANIZATION AND ENCOURAGE A DIVERSITY OF VIEWPOINTS.

GOAL ④

DEMYSTIFY THE REAL ESTATE INDUSTRY FOR THE PEOPLE OF MARIN.