



Daytona Beach Area
ASSOCIATION OF REALTORS®

Vision Statement

To be the best provider of real estate services.

Mission Statement

To maximize members' profitability by providing programs and services that enhance their ability to conduct business professionally and successfully.

Goals

■ **Professionalism**

To have members whose conduct is recognized as adhering to the highest professional standards of the REALTOR® Code of Ethics.

■ **Education**

To enhance members' success in the real estate business by providing quality educational and networking opportunities.

■ **Technology/MLS**

To increase members' awareness of the latest technological tools, and provide the best, most cost-effective real estate information system.

■ **Public Policy Advocacy**

To educate and encourage participation in the promotion of legal and legislative issues favorable to REALTORS® and private property rights.

■ **Communications**

To have effective internal and external communication programs.

■ **Operations**

To have a progressive, financially sound organization with competent leadership and staff.