



Mission Statement

Current: The mission of the Greater Rochester Association of REALTORS® is to provide resources and education, promote professionalism and position our members for success. We support our community through political advocacy of real property rights and by supporting charitable programs to enhance homeownership opportunities.

Proposed: GRAR's Mission is powering real estate professionals by providing education, information, and the tools and support they need.

Vision Statement

Current: We are a progressive Association dedicated to delivering innovative services, support and resources to assist our members in becoming informed, respected professionals who exhibit the highest ideals of character and conduct, are the advocates of our industry and provide comprehensive real estate services to the public and professional communities.

Proposed: GRAR is a leader in providing first class service; a pioneer in creating shared services for associations; an advocate for protecting homeowners rights; and a resource for building our community.

Values Statement

Our values define who we are and what matters in our organization. We commit to the following values:

Customers: We are driven by the needs of our customers and are dedicated to delivering top quality service to every member, every time. ~~Our staff will always greet members, introduce themselves and attempt to know our members on a first-name basis.~~

Integrity: We promote civility, honesty and fairness in all our actions, without compromise.

Innovation: We are an innovative leader in our industry and continually look for better ways to serve.

Precision: We strive for excellence, accuracy and timeliness in everything we do.

Community: We are committed to making our community a better place to live, work and grow.

Image: We are committed to enhancing the image of our members in the community.