

OMAHA AREA BOARD OF REALTORS®

2026-2028 STRATEGIC PLAN

VISION

We are essential for the success of REALTORS® in the Greater Omaha area.

MISSION

We defend private property rights, organize the local real estate market, and promote homeownership for all.



1. **ADVOCACY**

Support real estate ownership, economic growth, and a favorable political environment for real estate.

- Governmental Affairs Committee
- RPAC Fundraising Task Force
- a. Motivate members to vote, act, and invest!
- b. Evaluate candidates and support individuals who commit to our efforts.
- c. Create positive relationships with elected officials and like-minded community groups.

2. **KNOWLEDGE**

Promote education and training for real estate professionals, including license law, ethics, safety, fair housing, and related areas of expertise.

- Professional Development Committee
- Diversity Scholarship Committee
- a. Support mandatory education requirements for real estate professionals.
- b. Encourage skill and proficiency, including the pursuit of professional designations.
- c. Support diversity in the real estate profession.

3. **ENGAGEMENT**

Foster an atmosphere of cooperation and collaboration within the REALTOR® community, building goodwill among members.

- Social Events Committee
- YPN Advisory Committee
- Affiliate Committee
- a. Create a positive atmosphere of association involvement by supporting all networking opportunities for members.
- b. Encourage attendance by directors and committee participants at all events.
- c. Work in partnership with the OABR Foundation to support community initiatives.