

Leader Pledge©

When members don't turn out for an event –

I won't blame our members.

When members don't read the communications that we send –

I won't blame our members.

When members complain that their dues are too high –

I won't blame our members.

When members fail to support our political initiatives –

I won't blame our members.

For I am a Realtor® leader and as such, I will

- Reach out to our members to learn more about their needs;
- Help our members recognize the value of the resources that they have available through their Realtor® membership; and
- Continuously search for the most effective ways to encourage our members to use these tools to maximize their potential.

As an association leader my responsibility is to serve our members and I pledge to do that to the best of my ability in the coming year.