

# Goals

## Leadership

- Bay East creates a positive impact in our profession and in our communities.

## Advocacy

- Homeownership, real property rights, and housing opportunities for all are a priority for elected official and the communities they serve.

## REALTOR® Brand

- Bay East members are knowledgeable, ethical, professional and valued as the trusted voice of real estate.

## Success

- Bay East members are the primary resource for buyers and sellers to achieve their real estate needs.

