



VISION

Foster a culture where Iowa Realtors® are the trusted voice and essential in every aspect of real estate.



MISSION

Empower members, industry partners and communities.

Engage the public on the value of home ownership and protect private property rights.

Elevate integrity, inclusion and transparency of the profession.



EMPOWER

We will...

- Passionately communicate the value of Realtors®
- Illustrate the association's value with transparency
- Meet members' needs where they are and when they need us
- Encourage member involvement while identifying and recruiting future leaders
- Promote and protect brokers' data with innovative technologies



ENGAGE

We will...

- Advocate for housing accessibility and affordability
- Advance legislative, legal, & regulatory issues to keep the Realtor® at the center of the transaction
- Expand RPAC involvement through education and awareness
- Activate broker involvement to become champions for IAR



ELEVATE

We will...

- Provide a diverse and inclusive culture with growth opportunities
- Hold Realtors® accountable for unwavering adherence to the NAR Code of Ethics
- Commit to continuous professional development and education
- Expand technology, legal, educational, and networking offerings