

We're excited to move forward together to better serve our members. This partnership reflects GFWAR's and GLAR's shared commitment to Lead forward with vision, Empower one another through collaboration, Advocate with a stronger voice, and Drive success across our communities. We're already connected across our markets—now it's time to come together and amplify our impact.



Lead

The vision behind this agreement is to combine our strengths and resources to better serve our shared membership. Together, we will build a more efficient, responsive, and influential association—one that delivers exceptional support and value to every member.

Strategic Priorities:

- **Enhance Member Value**
Expand and improve member services, education, and resources to better meet evolving needs.
- **Strengthen Advocacy**
Unite advocacy efforts to increase influence at local, state, and national levels, protecting REALTOR® interests and property rights.
- **Increase Operational Efficiencies**
Streamline governance, administration, and staffing to reduce redundancies and allocate resources more effectively.
- **Foster Professional Development**
Offer broader, more diverse opportunities for members to grow their skills, knowledge, and networks.
- **Promote Innovation and Technology**
Provide modern tools and platforms that enhance member experience and business success.
- **Ensure Long-Term Sustainability**
Maintain an adaptable organization prepared to meet future challenges and opportunities.

Local Leadership

GLAR's identity and legacy will be preserved by establishing a local council representing the greater Lewisville area. This leadership group will provide input and strategic guidance on advocacy, education, and member engagement specific to the region.

State and National Influence

We will have a stronger voice and greater influence within the REALTOR® association community at both the state and national levels. With increased representation on Texas REALTORS® (TR) and National Association of REALTORS® (NAR) boards and committees, we'll be better positioned to shape policies, leadership decisions, and initiatives that directly impact our members.



Empower

At the heart of our association is a commitment to empower every REALTOR® to achieve their fullest potential. By joining forces, we are expanding access to cutting-edge education, valuable resources, and meaningful networking opportunities designed to support your professional growth and success.

As one organization, all members will have access to:

- GFWAR Academy which offers a wide variety of online courses as well as on-demand tutorials for MLS and more
- On-site and virtual MLS training
- Hybrid and in-person classes with leading trainers
- Expanded and specialized staff support including dedicated MLS and Membership support teams
- Numerous networking and educational events throughout the year
- Enhanced visibility and media coverage driven by focused public relations initiatives, positioning REALTORS® as the most trusted source in buying and selling

- Over a dozen committees to join
- Dedicated Government Affairs team
- CubiCasa, a mobile app that creates quick, accurate floor plans by scanning rooms with your smartphone
- RealSatisfied, a platform to gather and agent reviews with ease
- Forewarn, a safety tool that gives you the information you need to meet clients with confidence



Advocate

Advocacy is at the core of our mission. By uniting our voices, we amplify our influence to protect property rights, shape fair policies, and advance the interests of REALTORS® at every level—local, state, and national. Together, we ensure your voice is heard where it matters most.

Stronger Representation & Influence

- Strengthen our voice at the local, state, and national levels through unified representation
- Ensure stronger representation on Texas REALTORS® and NAR committees and leadership

Protecting the Industry

- Protect private property rights and promote REALTOR® interests
- Support REALTOR®-friendly candidates and legislation through TREPAC involvement

Member Engagement & Education

- Provide members with opportunities to engage in legislative issues and advocacy efforts
- Educate members on how public policy impacts their business and clients



Drive

Drive represents our commitment to action, progress, and results. By coming together, we accelerate innovation, enhance member success, and move the real estate industry forward. We're focused on delivering greater value through innovation, operational efficiency, and strategic growth in the following ways:

Technology & Innovation

- Invest in modern tools, virtual services, and integrated platforms to enhance the member experience
- Test new ideas and services with member input and industry collaboration

Member Support & Services

- Centralize and simplify member services for faster, more consistent support
- Expand accessible offerings through virtual and hybrid programming

Leadership & Culture

- Foster a culture of continuous improvement and innovative thinking
- Support leadership development and member engagement in shaping the future

Operational Efficiency

- Consolidate administrative functions and standardize procedures
- Streamline communications and vendor contracts to maximize value