

DEARBORN AREA BOARD OF REALTORS® | STRATEGIC PLAN 2026-2028

METRO DETROIT'S COLLABORATIVE REALTOR® COMMUNITY

Overview

The Dearborn Area Board of REALTORS is entering a new chapter of growth and service. Membership has expanded from 400 professionals in 2023 to more than 1,500 today. This momentum brings new opportunities to strengthen our community, refine our systems, and deepen the value we provide to members and the public.

The 2026 to 2028 Strategic Plan outlines DABOR's direction for the next three years. It focuses on service, community impact, and sustainable growth while staying true to the personal connection that sets DABOR apart.

Our Vision ✨

A trusted hub where metro Detroit's real estate community thrives.

Our Mission 🎯

Empowering real estate professionals through connection, education, and advocacy.

Our Core Values 💡

Service Excellence
Professional Integrity
Collaborative Innovation
Community Impact

Strategic Priorities

1. From Membership to Belonging

A structured onboarding process, proactive outreach, and new opportunities for connection will build trust early and strengthen engagement over time.

2. Technology as a Connector

DABOR will modernize core systems to improve communication and support members more efficiently while maintaining personal service.

3. Operational Excellence

Growth requires clear processes, defined roles, and reliable systems. DABOR will refine internal workflows and improve response times for members.

4. Strength Through Partnership

Stronger relationships with brokers, affiliates, and community partners will help members grow and extend DABOR's impact in the region.

5. Sustainable Growth and Financial Resilience

The plan introduces conservative financial projections, diversified revenue strategies, and strong reserve protection. Dues dependency will move from 98.5 percent to 85 percent. Membership is targeted to reach 3,200 by the end of 2028.

6. Governance and Leadership Development

Stronger training, clear expectations, and an expanded volunteer pipeline will support long term organizational stability.

Key Outcomes by 2028

- A stronger and more supportive member experience
- Improved technology and smoother operations
- Expanded community presence and public outreach
- A more diverse and resilient revenue model
- A larger and more engaged membership community
- A clear leadership pipeline that supports continuity

Our Commitment to the Community

DABOR will continue to advocate for property rights, provide homeownership education, and serve as a trusted resource for the region. Our REALTORS shape neighborhoods, strengthen communities, and contribute to the economic growth of metro Detroit.

Implementation and Accountability

Beginning in late 2025, DABOR will roll out priority initiatives that build early momentum. Progress will be tracked through measurable goals, quarterly reviews, and clear communication across board members, committees, and staff.

Looking Ahead

The 2026 to 2028 Strategic Plan reflects the shared goals of DABOR's leadership and members. It provides a focused and practical path for continued growth while preserving the personal connection and community spirit that define DABOR.