



Seeding for the Future
A Leadership Course for
Local Associations



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Texas REALTORS® Leadership Program

Building the best leaders for the benefit of Texas REALTORS®

The Texas REALTORS® Leadership Program (TRLP) is designed to meet the needs of Texas REALTORS® and to provide an innovative and highly flexible program that allows self-motivated learners the opportunity for leadership development in the context of a learning community. The leadership program develops that community of selected participants who transform the power of knowledge into volunteer service. Its core values include: community, service, integrity, and commitment.

The TRLP mission is to cultivate leaders from all segments of the community by educating, developing, and encouraging participants to undertake leadership roles, providing them the means and resources to begin their involvement, and instructing them on how to utilize the assets to effect change and make a difference in their respective professional, personal, and civic areas of interest.

TRLP offers participants and graduates an ongoing opportunity to meet other motivated leaders and to share an intensive learning experience that focuses on community issues and leadership skills. The purpose of TRLP is to prepare the next generation of Texas REALTORS® to meet future challenges. The program provides participants with lectures, seminars, guest speakers, group discussions, and leadership exercises that address vital issues affecting Texas REALTORS®.

This dynamic format stimulates vigorous and animated discussions and involvement by all participants.

During the opening retreat the tone for the program is set, agendas are given, and the spirit of the program is presented by the program facilitator(s). Presentations from community leaders, government officials, and business executives may be utilized to give ideas to those participating in the program a sense of who they may aspire to be. The TRLP concludes with a graduation which is dedicated to reviewing the program, the camaraderie created, and a reminder to be community leaders. At graduation participants receive their certificate of graduation and the program's signature pin to let others know they are ready to take on the role of being a leader both in the community and in the industry.

The goal of the Texas REALTORS® Leadership Program is to drive leadership participation on the local and ultimately state level, benefiting both local communities and the REALTOR® body as a whole.

“This program was developed to provide an industry-specific tool that local associations can use to identify and cultivate future leaders. REALTORS® from our first graduating class describe the experience as life-changing. It has been one of the most effective and successful programs we have ever presented, creating a positive influence for future REALTORS® involvement and leadership.”

—Travis Kessler, CEO,
San Antonio Board of REALTORS®

Module 1: Opening retreat - Understanding leadership

The module focuses on the effectiveness of leaders, team building, gaining awareness of different personality and skill sets, and learning from other association leaders through their shared experiences.

Module two: Your role as a leader

This session explores the traits and qualities that effective leaders possess, what makes people inclined to follow others, as well as managing personality dynamics within group settings.

Module three: The business of associations

This session explores REALTOR® associations, how they are managed, and how they benefit their members. It will also cover Robert's Rules of Order, meetings, strategic planning, and budgeting.

Module four: Inclusive decision making

Association leaders today come from diverse cultures, backgrounds, and generations, creating an even greater need to learn how to introduce ideas, negotiate through difficult discussions, and resolve differences.

Module five: Spokesperson training

The Texas Association of REALTORS® provides spokesperson training to increase Texas REALTORS®' comfort level when responding to media inquiries and dealing with the media.

Module six: Personal sustainability

This module departs from leadership-centric sessions and allows for reflection and relaxation. It stresses the need for personal time and rejuvenation.

Module seven: Law, legislature, and the Texas REALTOR®

This session is typically held in Austin, where our Governmental Affairs staff provides a state-level overview of our governmental and political affairs programs, as well as legislative issues and TREPAC.