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### **OUR MISSION**

The mission of the Laguna Board of REALTORS® is to meet the ongoing professional needs of the membership in the unique coastal marketplace we serve, maintaining the highest levels of excellence and integrity.

The Laguna Board of REALTORS® is a professional trade association and was chartered by the National Association of REALTORS® as a local Board in 1924, even before Laguna Beach became a city. It has grown from a handful of real estate agents sharing information, to a full service Board of REALTORS® providing all of the services and products its members require.

### **HOW WE HELP OUR MEMBERS SUCCEED**

We encourage new members to reach out to those who have served our Board and community. We provide opportunities to learn from each other and network each week at the Broker Preview Marketing Meetings. We have training and links to courses at C.A.R. and N.A.R. Most importantly, our board runs on the hard work and enthusiasm of volunteer REALTORS® and Affiliated Service Providers.

We have two major fundraisers each year which attract people from Laguna Beach and the surrounding communities: The Taste for Charity in May and the Pet Parade & Chili Cook-off in September. These events and others that LBOR sponsors, are wonderful opportunities to meet fellow agents and promote strong relationships in the communities we serve.

The Laguna Board of REALTORS® is active on committees at the City level. We are often asked to serve on influential task force programs which influence the strength of the Real Estate profession in the cities where we do business. We believe in collaboration and team building within our brokerage community for the good of the Real Estate industry.

### **LAGUNA BOARD OF REALTORS® AFFILIATED SERVICE PROVIDERS**

Our Affiliates are a successful group of business leaders who are the heart of many of our charitable and business education programs. You will see them serving on many boards and commissions in the cities we serve. They host the Wednesday Marketing Meetings, helping the REALTORS® increase business and improve professional skills. The Laguna Board of REALTORS® Affiliated Service Providers represent many types of industries, which benefit REALTORS® and their clients.

Look for our affiliates on our website: [www.lagunaboardofrealtors.com](http://www.lagunaboardofrealtors.com) and the printed affiliate directory. Meet them at the Laguna board of REALTORS® marketing meeting each Wednesday, at The Woman's Club of Laguna Beach, 286 St. Ann's Dr., 9AM-10AM



**Laguna Board of REALTORS® Office  
and Conference Center**