As the largest REALTORS® association in Tennessee, with approximately 3,400 members in 12 counties, the Knoxville Area Association of REALTORS® is an advocate for the approximately 400,000 households in its area.

KAAR’s top priority is to make sure its REALTOR® members are trained and educated to assist the homebuyer and seller with competent and professional services. With one of the strongest member education programs available, KAAR offers a range of classes to keep members up to speed and looking out for consumers.

But knowing how to deal with legal and procedural changes is one thing, being a part of the community is another. KAAR makes the commitment to its community in a variety of ways. First, KAAR recognizes that eastern Tennessee is a diverse community. Homebuyers and sellers are not necessarily from the area, or even from the United States. To best serve the largest number of residents, KAAR keeps an updated directory of members who speak languages other than English. As a member stated, “From sign language to West African Creole, KAAR has you covered!”

KAAR also spearheads urban agriculture initiatives. East Knoxville is federally recognized as a “food desert,” an area where high-quality fresh foods are not readily available. KAAR is a Gold level sponsor of the Center for Urban Agriculture’s community garden program in East Knoxville. The garden will provide farm-to-table food for the East Knoxville community. Both KAAR gardeners and other members are actively supportive of this improvement to the city’s landscape and lifestyle.
On both the neighborhood and regional scale, KAAR is part of the Tennessee community.

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