

STRATEGIC PLAN 2025-2027



Strategic Priorities

1. Empowering & Engaging Members
2. Advocating for Housing & Real Estate
3. Strengthening Organizational Excellence
4. Community Engagement & Outreach

Strategic Priorities & Objectives

EMPOWERING & ENGAGING MEMBERS

We are committed to increasing REALTOR® participation, enhance communication strategies, and strengthen the member experience through targeted outreach, education, and professional development.

- **Effective Communication:** Utilize mixed media to ensure members receive, read, and act on key messages.
- **Member & Broker Engagement:** Expand participation in association programs, events, and outreach efforts at both local and regional levels.
- **Understanding REALTOR® Value:** Educate members on the three-way agreement, association benefits, and industry impact.
- **Data-Driven Member Insights:** Track and analyze participation trends to enhance engagement strategies.
- **Generational & Specialty Outreach:** Tailor programs to meet the evolving needs of new and seasoned REALTORS®, brokers, and niche markets.
- **Professional Growth & Development:** Provide high-quality learning opportunities, including workshops, designation/certification courses, and customized learning paths for new agents, brokers, office managers, commercial practitioners, and specialty REALTORS®.

ADVOCATING FOR HOUSING & REAL ESTATE

We will amplify REALTOR® influence by building key relationships, shaping housing policy, and championing equitable housing opportunities for all.

- **Strategic Political Engagement:** Foster relationships with elected officials, government agencies, and regulatory bodies to create collaboration opportunities.
- **REALTOR® Political Network:** Identify and support members with political aspirations, encouraging REALTOR® involvement in public office and policy-making.
- **Influence & Narrative Shift:** Advocate for homeownership and housing policies, differentiating between rental and ownership needs in public discussions.

VISION STATEMENT

Inspiring REALTORS® to lead, advocate, and innovate in a dynamic housing market fostering strong communities, raising industry standards, and ensuring access to housing for all.

MISSION STATEMENT

Supporting members, protecting property rights, and expanding housing opportunities.

CORE VALUES

- **Service** – We give back to our members and communities with gratitude and purpose.
- **Leadership** – We lead with integrity, vision, and a commitment to excellence.
- **Advocacy** – We champion policies that protect property rights and promote housing opportunities.
- **Innovation** – We adapt, evolve, and remain at the forefront of the real estate industry.

- **Voter & Advocacy Engagement:** Promote REALTOR® Party initiatives, focusing on Vote, Act, Invest to mobilize members in policy decisions.
- **Targeted Outreach:** Leverage key political contacts to establish meaningful dialogue and common-ground solutions on real estate issues.

STRENGTHENING ORGANIZATIONAL EXCELLENCE

We strive to maintain a sustainable, well-structured, and financially resilient organization that effectively supports members and strengthens the real estate profession.

- **MLS Governance & Collaboration:** As a majority shareholder, we will actively engage with the MLS through board service and strategic oversight to ensure it delivers high-quality services that empower our participants and subscribers to better serve their clients.
- **Charitable Impact:** Strengthen the association's charitable foundation to support community initiatives.
- **Financial Sustainability:** Diversify revenue streams beyond dues, balancing traditional and innovative funding models.
- **Operational Efficiency:** Maintain strong governance structures to ensure transparency, accountability, and strategic decision-making.

COMMUNITY ENGAGEMENT & OUTREACH

We will foster trust and collaboration with the public by building strategic partnerships, leading service initiatives, and engaging in meaningful community outreach.

- **Partnership Development:** Collaborate with housing-related charities, regulatory bodies, and nonprofit organizations to support community needs.
- **Local Organization Engagement:** Strengthen relationships with hospitals, schools, chambers of commerce, and real estate groups.
- **Community Network Building:** Develop a database of engaged community members and organizations for outreach efforts.
- **Leadership Connections:** Maintain key relationships with civic and business leaders to foster collaboration.
- **Public Education & Awareness:** Provide resources on homeownership and real estate topics to inform the community.