



STRATEGIC PLAN 2025

MISSION: Empowering Realtors® and our partners with resources, support, and opportunities for growth and success

MEMBER ADVANCEMENT

1. Provide opportunities to develop relevant skills, tools and competencies to further the success of our members
2. Provide educational training that is timely and audience appropriate
3. Promote, educate and enforce Fair Housing Laws and The Realtor® Code of Ethics
4. Empower our members to better articulate value

ORGANIZATIONAL EXCELLENCE

1. Provide the necessary financial, human and physical resources to succeed
2. Serve as transparent stewards of members' resources/finances
3. Measure and report outcomes of results to membership
4. Collaborate with and promote our affiliate partners and other organizations that align with our vision

REACH, CONNECT AND ENGAGE

1. Expand the culture of inclusion and professionalism for the betterment of the consumer and our industry
2. Connect with our members through a variety of platforms with emphasis on Specific audiences: broker, agent, specialties and new members
3. Welcome and solicit feedback to improve the member experience
4. Promote Diversity Equity Inclusion Belonging (DEIB)
5. Engage members for life: onboarding new and reboarding existing members

ADVOCACY

1. Protect and promote private property rights
2. Increase RPAC/IMF awareness and contributions
3. Increase response rate for calls to action
4. Elevate Community engagement: Realtors® are committed to building safe, vibrant, inclusive, sustainable communities and neighborhoods
5. Encourage Realtor® participation in local and state government and organizations as subject matter experts

LEADERSHIP

1. Identify, train, support and mentor leaders within the organization
2. Showcase the benefit of volunteering through the exchange of information, development of skills, and cultivation of relationships
3. Increase our participation at National, State and Local levels
4. Be intentional and deliberate in our efforts to achieve DEIB results and outcomes
5. Prioritize our fiduciary responsibilities to support association initiatives and members' interest