2019 – 2021 STRATEGIC PLAN

St. Louis REALTORS®

VISION: St. Louis REALTORS® is the voice for real estate in the Greater St. Louis area.

MISSION: St. Louis REALTORS® provides knowledge, guidance and resources which enhances members' professionalism and success, supports growth in our diverse communities and protects private property rights.

PROFESSIONALISM
Foster member professionalism and consumer trust.

- Create a culture of excellence that is embraced by members and expected by consumers.
- Provide quality educational opportunities which support the continued professional development of members.
- Take professionalism to the next level by promoting the National Association of REALTORS® Commitment to Excellence program.

ENGAGEMENT
Increase member participation with valuable programs and services.

- Focus on core services that provide the greatest value to membership.
- Continue development of contracts and forms to reinforce their value to members.
- Offer technology tools and resources which promote member success.
- Provide leadership development and mentoring opportunities.
- Enhance residential and commercial broker outreach.
- Explore alternative delivery methods.

INCLUSION
Embrace diversity and cultivate an inclusive environment.

- Raise awareness of the diversity of the St. Louis Region.
- Explore the demand for bilingual programs and services.

COMMUNITY OUTREACH
Enhance community collaboration, economic development and visibility of St. Louis REALTORS®.

- Participate in local/regional economic development organizations.
- Engage in community activities that further the mission of the organization and/or align with the purpose of the Foundation.
- Provide consumers with insight on market statistics and real estate trends.
- Create awareness of global business opportunities.

ADVOCACY
Advocate for private property rights and a stronger region.

- Elevate REALTOR® Party program awareness and participation.
- Influence public policy.
- Partner with like-minded groups to ensure a more powerful voice.