# 2027-2029 Strategic Plan

Missouri REALTORS® advance the real estate profession by safeguarding private property rights, providing essential resources, and leading with advocacy and professionalism.

## Advocate

Champion private property rights through strategic advocacy and partnerships, leveraging member expertise to influence decision makers.

Identify, develop, and leverage REALTOR® relationships with legislators and regulators to advance the industry and private property rights; possibly increasing the awareness, collaboration, and impact of the Missouri Housing Industry Alliance, and the leadership role of REALTORS® within it.
*Advocacy Committee*

Support and advance the interests of REALTOR® members in commercial real estate by promoting economic growth, fostering strong business environments, and advocating for sound development policies.
*Commercial and Economic Development Committee*

Educate members on RPAC and its focus on private property rights and REALTOR® issues, while encouraging grassroots engagement in the political process and initiatives.
*Missouri REALTOR® Party*

Bridge local, state, and national associations through REALTOR® Party programs, tools, and events.
*Local Board Relations Program*

## Elevate

Deliver forward-looking resources to address evolving industry practices, empowering members to achieve professional excellence and serve diverse clients.

Provide high-quality education focused on legal issues, risk management, and business growth, with an emphasis on fair housing and serving clients from diverse backgrounds.
*Risk Management Committee and Education Program*

Offer business tools and resources essential to member success, centered around Standard Forms, Professional Standards, and Legal Line.
*Forms Committee and the Professional Standards and Risk Management Programs*

Partner with NAR and Missouri-focused Institutes, Societies, and Councils (ISCs) to provide education and industry updates, and to support efforts to increase people from underrepresented groups to enter the real estate, appraisal, and property management professions, while also educating members about best practices and updates in these business specialties.
*Diversity, Equity, and Inclusion, Property Management, and Real Property Valuation Committees and ISC Partners*

## Collaborate

Engage members and stakeholders through targeted, intentional programs and experiences, enhancing membership value and supporting diverse business needs.

Promote the value of association events, platforms, and other avenues to stay current on industry issues while leveraging our statewide network of real estate professionals.
*Member Engagement Committee*

Utilize the resources of NAR's Consumer Advertising Campaign to educate Missourians about the value of choosing a REALTOR® and provide resources that members can use to highlight their unique value propositions.
*Public Relations Committee*

Provide opportunities for volunteer leadership recruitment, development, and recognition, fostering an open and inclusive environment for all members who want to serve.
*Leadership Development Committee and Missouri YPN Committee*

Showcase all benefits of membership through targeted marketing efforts, done in collaboration with local boards and associations to ensure intentional engagement, tools, and events.
*Communications Program*

## Operate

Deliver forward-looking resources to address evolving industry practices, empowering members to achieve professional excellence and serve diverse clients.

Oversee association affairs between board meetings and provide leadership on emerging organizational issues.
*Executive Committee*

Develop and monitor long-range financial plans to support future stability, and annual budgets to ensure responsible, ongoing resource allocation.
*Finance and Budget Committee*

Ensure adequate resources are available to support and retain professional staff, and facilitate ongoing development and recognition, including training in association management, member engagement, and committee oversight.
*Staff Development and Association Services*

Every three years, review the strategic plan to stay ahead of evolving industry trends and member needs, and the bylaws for any operational updates.
*Strategic Planning and Bylaws Committees (Ad Hoc)*

# Long-Term Strategic Guide

## Core Purpose

Missouri REALTORS® advance the real estate profession by safeguarding private property rights, providing essential resources, and leading with advocacy and professionalism.

## Core Strengths

**Leading with advocacy.** We are a trusted voice on private property rights for legislators, regulators, and policymakers in Jefferson City and across the state.

**Leading with professionalism.** We are a trusted source for legal and professional standards guidance, tools, and education for real estate licensees.

*These Core Strengths, now reflected in the Core Purpose, have been the foundation of Missouri REALTORS® since its inception in 1936. Our continued focus on state-specific issues and resources keeps us strategically positioned between NAR and local boards and associations to provide support and collaboration wherever possible, while maintaining competitive differentiation.*

## Core Values

**Advocacy**
We are stewards of the profession, including, but not limited to, legislative efforts.

**Professionalism**
We value the combination of integrity and expertise.

**Inclusive Collaboration**
We work with diverse communities for the betterment of the profession.

*Adopted in 2024, these Core Values reflect and emphasize the Core Purpose and Core Strengths in this plan, because they are so foundational. The corresponding statements were developed through member input to define what they mean within this organization, and serve as guiding principles for all activities.*

## Core Audiences

**Members**

- Designated REALTORS® and Managing Brokers
- REALTORS® *(Top Producers, Team Leaders, New Members, Volunteers)*
- Real Estate Licensees

**Stakeholders**

- Local REALTOR® Board/Association Executives and Staff
- Partner Organizations
- Regulators, Policymakers, Community Leaders
- Property Owners