



Dedicated to the American Dream

Strategic Plan 2026

Our Mission: To advance the real estate profession by safeguarding private property rights, providing essential resources, and leading with advocacy and professionalism.



Advocate

Raise the profile of Missouri REALTORS® with decision makers as the most trusted voice in the real estate industry.



Lead

Advance an innovative and sustainable path of professional excellence.



Engage

Connect members and consumers with captivating programs, products, and services that enhance member value and inform consumers.

We will:

- Create, maintain, and leverage REALTOR® relationships with legislators, organizations, and the public.
- Educate members on RPAC and its support of candidates for public office who address private property rights and REALTOR® issues.
- Bridge local, state, and national associations through REALTOR® Party programs, tools, and events.
- Gather and publish data addressing real estate, economic development, and broader public policy goals.

We will:

- Be the “Voice for Real Estate” by delivering information to promote the value of the REALTOR® brand and the role of associations in addressing industry issues.
- Provide world-class education and professional development of members and foster leadership advancement.
- Offer business tools and resources essential to member success and future relevance.
- Align the needs of the industry, evolving business practices and consumer protection.
- Elevate the significance of the Fair Housing Act through education and committing to equal professional service to all parties.

We will:

- Promote **THE LANDING** and other platforms for member networking and collaboration, and to solicit feedback to better understand members’ business needs
- Showcase **Legal Line**, the forms library, and all benefits of membership through targeted marketing efforts in collaboration with local associations, when possible.
- Enhance consumer outreach through market research and industry resources, and by supporting the initiatives of the Missouri REALTORS® Educational Foundation.
- Cultivate Diversity, Equity, and Inclusion in all programs and services.