



Dedicated to the American Dream

Strategic Plan 2017-2019

Our Mission

Missouri REALTORS unite to advocate for real property rights in Missouri, deliver comprehensive risk management programs and services, connect members through various media and events, and deliver association management services.

Our Vision

Missouri REALTORS will be the leading organization that safeguards Missouri real property rights and provides essential resources to advance the role of REALTORS in real estate transactions.



Advocate

Raise the profile of the Association with lawmakers and represent the real estate brokerage industry as THE most trusted and influential voice.



Engage

Engage members with compelling programs, services, products and events that demonstrate and validate member value that exceeds Association dues.



Lead

Innovate and advance a sustainable course for the real estate brokerage industry and the role REALTORS play in the consumer real estate experience.



Collaborate

Work together to keep pace with industry change.



Extend

Deliver information to members and consumers to strengthen our voice and enhance the perception of the REALTOR brand.

We will:

- Facilitate the delivery of REALTOR Party programs, tools and events
- Encourage and provide resources for REALTORS to become elected or appointed local, state or federal government officials
- Partner with other real estate industry groups to ensure a more powerful voice
- Gather data and publish reports addressing real estate, economic development and broader public policy goals
- Coordinate consistent and programmatic political activism at the local, state and federal levels

We will:

- Build robust member profiles to enhance the member experience
- Understand members through research and analysis
- Strengthen the business objectives and professionalism of our diverse membership
- Offer opportunities for member interaction and networking

We will:

- Facilitate revision of Missouri license law as necessary to properly balance the needs of the industry, evolving business practices and consumer protection
- Inform REALTORS of industry trends and best practices
- Provide opportunities that enhance the continued professional and leadership development of members

We will:

- Ensure the Association's structure and processes are strategically focused and encourage participation
- Acknowledge innovative contributions to the industry and Association
- Cultivate broader participation among a diverse membership
- Strive to exceed core standards at the state and local level

We will:

- Be the "Voice for Real Estate" and promote market statistics, real estate trends and issues and their impact on consumers
- Raise the REALTOR profile through community investment that benefits charitable organizations
- Join forces with other organizations to broaden our reach to consumers
- Deliver consistently relevant and professional communications related to residential and commercial real estate through multiple channels
- Provide training and resources to support communications outreach at the local level

www.missourirealtor.org

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