



**Missouri
REALTORS®**

Dedicated to the American Dream

Strategic Plan 2020-2022

OUR MISSION

Missouri REALTORS® advocate for real property rights, lead in professional excellence and engage all members.



OUR 20/20 VISION

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



Advocate

Raise the profile of the Association with decision makers and be the most trusted voice in the real estate industry.

We will:

- Heighten our influence by creating and leveraging the relationships of REALTORS®, other organizations and the general public.
- Educate members to expand the culture of investment in the REALTORS® Political Action Committee (RPAC).
- Bridge local, state and national associations through REALTOR® Party programs, tools and events.
- Support candidates for elected or appointed office who share our property rights values.
- Gather data and publish reports addressing real estate, economic development and broader public policy goals.



Lead

Advance an innovative and sustainable path of professional excellence.

We will:

- Be the “Voice for Real Estate” by delivering information to enhance the value of the REALTOR® brand.
- Elevate the REALTOR® image through community involvement.
- Provide opportunities that support the continued professional development of members and foster leadership advancement.
- Offer business resources essential to member success and future relevance.
- Influence Missouri license law to properly balance the needs of the industry, evolving business practices and consumer protection.



Engage

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

We will:

- Ensure the Association's structure is strategically focused and encourages participation from all areas of practice.
- Cultivate broader participation among a diverse membership.
- Promote **THE LANDING** and other platforms for member networking and collaboration.
- Understand member needs through research and feedback.
- Showcase **Legal Line**, the forms library and all benefits of membership.