



**Strategic Planning Committee Meeting**  
**2026 Winter Business Conference**  
**January 28, 2028, 9:15-10:15 a.m.**  
**University Plaza Hotel, Springfield, MO**

**Chair:** Dan Hartman

**Vice Chair:** Brandon Glascock

**Staff Liaison:** Breanna Vanstrom

**Welcome and Opening Remarks**

- *Committee Purpose:* To develop and recommend the overall strategic direction for Missouri REALTORS®, work with the Executive Committee to monitor progress, review results as a basis for setting new strategy, and recommend actions to the Board consistent with the Strategic Plan.
- Let's cultivate a culture of belonging where everyone can participate to the full extent of their talents and abilities for their personal success and for the success of Missouri REALTORS®.
- Keep connected via our community on The Landing
- 100% RPAC Challenge

**2026 Key Dates**

- Wednesday, January 28, 2026 — Strategic Planning Committee Meeting at the WBC
- Wednesday, April 29, 2026 — Emerging Issues Forum at the SBC in Columbia
- Tuesday, June 9–Wednesday, June 10, 2026 — Strategic Planning Committee Retreat, Missouri REALTORS® Headquarters Office in Columbia (*committee members only*)
- Wednesday, September 23, 2026 — Emerging Issues Forum at the FBC in St. Louis

**2026 Scope of Work**

- Develop a 2027-2029 Strategic Plan proposal
- Identify topics for the 2026 Spring and Fall Emerging Issues Forums

**Adjourn**

**Mission:** To advance the real estate profession by safeguarding private property rights, providing essential resources, and leading with advocacy and professionalism. **Values:** Professionalism — We value the combination of integrity and expertise. Advocacy — We are stewards of the profession, including but not limited to, legislative efforts. Inclusive Collaboration — We work with diverse communities internally and externally for the betterment of the profession.

**Anti-Trust Policy:** All persons affiliated with the real estate industry need to be mindful of the constraints of the anti-trust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes the exchange of information concerning individual REALTOR® commissions, market practice or any other competitive aspect of an individual REALTORS® operation. Each Missouri REALTORS® Executive Committee member, Board of Director's member or meeting participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside the bounds indicated.



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.