

2021-2023 STRATEGIC PLAN



VISION

Strengthen real estate through the advancement of education and the recognition of experience, expertise, and ethical standards.

MISSION

Elevate professionalism in the real estate industry.

VALUES

We are committed to:

- the highest professional and ethical standards;
- ensuring the relevance, timeliness, and industry-based experience;
- the power of knowledge and the importance of sharing it;
- bringing the broad range of real estate professionals together; and,
- operating in the most effective and impactful way to support our members.

STRATEGIC PRIORITIES & DELIVERABLES

Enhanced Member Value and Engagement	Advanced Education and Designation Programs	Industry Connectivity and Partnership	Brand Awareness and Recognition
<ul style="list-style-type: none"> • Increase new members and increase the retention of existing REIC members • Identify and deliver an enhanced member value proposition • Implement new member programs and resources • Increase Chapter value and participation • Expand membership support through virtual Chapter networking 	<ul style="list-style-type: none"> • Ensure educational programs are industry-informed and relevant with flexible program delivery options • Elevate professional and educational standards • Expand partnerships and collaboration for course delivery • Develop an intellectual property strategy • Promote REIC courses and designations 	<ul style="list-style-type: none"> • Build partnerships with trade and industry associations • Secure more training partnerships with real estate boards, real estate associations, government agencies, and non-profit housing organizations • Create a network of sponsors, advertisers, and supporters with private sector real estate companies • Establish formal links with provincial regulators • Expand connections with educational institutions 	<ul style="list-style-type: none"> • Increase brand recognition and promote the legacy of REIC • Strengthen REIC's industry voice • Raise the profile and awareness through integrated marketing and communication campaigns • Develop an enhanced events model
Organizational Excellence			
<ul style="list-style-type: none"> • Expand virtual support and engagement • Elevate support for Chapters • Enhance the use of technology to improve organizational efficiency and support 		<ul style="list-style-type: none"> • Create clear, efficient, and measurable performance management metrics • Enhance internal communications and collaboration 	