

2023 STRATEGIC PLAN

MISSION

Scottsdale REALTORS® is dedicated to the development and success of career-minded members who embody the highest standards of practice in service to their clients.

VISION

Scottsdale REALTORS® is the foremost real estate advocate and resource serving the interests of its members and local community.



Adopted
Sept. 7, 2022

EDUCATE

Create and encourage participation in professional development opportunities that enhance the success of our members.

ADVOCATE

Promote a strong local economy, attainable housing and a healthy real estate industry.

ENGAGE

Involve members in a culture that is inclusive, and offer programs and services that exceed their expectations.

COLLABORATE

Grow and strengthen strategic partnerships within real estate-related industries and community organizations.

LEAD

Inspire members to be leaders in their industry, association and community.

