



STRATEGIC PLAN 2024



OUR MISSION

Scottsdale REALTORS® is dedicated to the development and success of career-minded members who embody the highest Standards of Practice.

OUR VISION

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

Adopted by the
Scottsdale REALTORS®
Board of Directors on
October 25, 2023.

EDUCATE

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

STRATEGIC DELIVERABLES

- Increase Availability of extended learning programs.
- Offer more "hot topic" classes to increase enrollment.
- Define "what's-in-it" for members beyond continuing education requirements.
- Customize offerings based on where members are in their real estate careers.

**EDUCATE**

ADVOCATE

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

STRATEGIC DELIVERABLES

- Achieve annual RAPAC goals.
- Demonstrate the importance of engaging in elections and public policy.
- Position the Association as a reliable source of real estate data and trends.

**ADVOCATE**

ENGAGE

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

STRATEGIC DELIVERABLES

- Continue offering programs that appeal to a wide spectrum of real estate specialties/interests.
- Continue to increase diversity in all areas of association operations.
- Support Members who experience a catastrophic event by maintaining the Member Relief Fund.
- Regularly poll members to determine which programs and services are working and what can improve.

**ENGAGE**

COLLABORATE

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

STRATEGIC DELIVERABLES

- Increase involvement with Tourism, Public Education, etc.
- Work with members and the community on housing issues impacting quality of life
- Develop opportunities for civil dialogue on a variety of polarizing issues.

**COLLABORATE**

LEAD

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

STRATEGIC DELIVERABLES

- Continue to provide learning opportunities through Leadership Academy.
- Promote respected and qualified members to key community positions.
- Institute plan to develop Association leaders of tomorrow.



LEAD



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