



2025

STRATEGIC PLAN

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 23, 2024.

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, housing choice 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 for public policy which provides a balance of housing choices.



ADVOCATE

ENGAGE

Involve members in a culture that is inclusive and offers programs and services that exceed their expectations and provide value.

STRATEGIC DELIVERABLES

- Continue successful programs that appeal to a wide spectrum of real estate specialties/interests and trends
- Continue to increase diversity in all areas of association operations and initiatives.
- Support and inform members who experience a catastrophic event by maintaining the Member Relief Fund.
- Regularly poll members to evaluate which programs, events and classes are working and what can improve.



ENGAGE

COLLABORATE

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

STRATEGIC DELIVERABLES

- Expand and continue with tourism, education, local city and county commissions, etc.
- Educate members about opportunities to serve within the association and the community
- Educate members, stakeholders, and the community on housing issues
- Develop relationships with other local boards



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 a plan to develop association leaders of tomorrow.



LEAD



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