



2026 Strategic Plan Overview



Mission & Vision

01

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

Mission

02

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

Vision



Executive Summary

The Scottsdale REALTORS® 2026 Strategic Plan outlines a bold, member-driven roadmap focused on strengthening the association's value, relevance and impact in a rapidly evolving real estate landscape. Rooted in the association's commitment to leadership, community, and innovation, this plan reflects the needs of today's REALTORS® while preparing for tomorrow's opportunities.

Position & Challenges

With a growing, diverse membership base and a strong financial foundation, Scottsdale REALTORS® is poised to expand its influence. While the association benefits from its location, facility and reputation, recent industry shifts such as questions around MLS control and increased competition highlight the need for clear communication, enhanced value delivery and member engagement.



2026 Strategic Plan Goals & Deliverables



Long-Term Goals

- 1. Enhance & Diversify Membership Engagement** – Strengthen broker relationships, refine branding and implement inclusive outreach strategies. Foster deeper member engagement through multichannel communication, onboarding, mentorship and regular interactions to attract and retain a diverse and connected membership base.
- 2. Lead in Real Estate Education & Leadership Development** – Deliver accessible, forward-thinking education through diverse instructors, programs and dynamic content. Develop future leaders through formal onboarding, succession planning, service recognition and engagement with civic and community groups.
- 3. Be a Visible Advocate & Industry Leader** – Position Scottsdale REALTORS® and its members as influential voices in housing policy and civic leadership through strategic storytelling, community partnerships and impactful advocacy positions.
- 4. Expand Strategic Partnerships** – Establish and leverage relationships with tech providers and financial educators to offer practical, high-value member benefits.
- 5. Ensure Financial Resilience** – Increase non-dues revenue through events, sponsorships and business partnerships to support long-term financial health and reduce dependence on dues.

Goal

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

Strategic Deliverables

- Lead in real estate education and leadership development
- Increase awareness of professional development programs
- Foster a culture of professional growth

Goal

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

Strategic Deliverables

- Achieve annual RAPAC goals
- Engage 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
- Elevate members' legislative awareness and increase their engagement with public policy
- Strengthen community presence through partnerships with civic, nonprofit, and housing-focused organizations
- Increase consumer awareness of real estate advocacy impacts through enhanced community communications

Goal

Focus on connecting members, increasing participation, enhancing communication and creating community.

Strategic Deliverables

- Strengthen digital presence to improve awareness and interest
- Add or repackage member benefits to reinforce value
- Continue successful programs that appeal to a wide spectrum of real estate specialties/interests and trends
- Support and inform members who experience a catastrophic event by maintaining the Member Relief Fund



Leadership

Goal

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

Strategic Deliverables

- Elevate leadership development programs
- Position members in key community roles
- Strengthen leadership pipeline and representation

Educate

- Deliver accessible, forward-thinking education through diverse instructors, leadership programs, and a dynamic content library that addresses current and emerging industry needs.
- Increase awareness and participation in professional development programs through personalized communication, testimonials, and member success stories.
- Recognize educational achievements, provide incentives for ongoing learning, and support peer-to-peer knowledge sharing.



Tactics

Advocate

- Use compelling storytelling and multi-channel communication to simplify complex policy issues, clarify Scottsdale REALTORS® positions, and encourage active member involvement in advocacy efforts.
- Collaborate with civic, nonprofit, and housing-focused organizations to demonstrate REALTORS®' commitment to community stewardship, housing affordability, and local quality of life.
- Develop initiatives that increase member participation in political engagement and build long-term support for REALTOR® Party priorities.

Engage

- Regularly assess the needs and preferences of engaged and non-engaged members to refine programs, events, and services for maximum impact.
- Conduct a comprehensive digital footprint audit, implement a targeted social media strategy with varied content, and optimize online visibility using SEO and AI tools to effectively promote and repackage member benefits.
- Strengthen broker relationships, refine association branding, and implement inclusive outreach, onboarding, mentorship, and leadership touchpoints to attract, connect, and retain a vibrant membership base.

Leadership

- Expand the Leadership Academy with increased visibility, a continuation strategy for graduates, and pathways for ongoing leadership growth.
- Identify, prepare, and promote qualified members for influential community positions aligned with the organization's mission, supported by clear selection criteria and endorsement processes.
- Enhance officer and director election processes to increase diversity, relevant experience, and leadership potential, while developing future leaders through onboarding, succession planning, service recognition, and civic engagement.