



STRATEGIC PLAN 2024-2025

Mission: Enhancing real estate excellence for members and consumers through professionalism, integrity, and inclusivity.

Vision: Making Rhode Island a better place to call home.

Rhode Island Association of Realtors PILLARS

CONNECT

RIAR will:

Articulate the value of RIAR to our members and to consumers.

Teach our members how to articulate their value to consumers.

Engage affiliates, local associations, and industry stakeholders and partners.

Use targeted marketing to reach audiences, both members and consumers, on the platforms they use and the frequency they desire.

Deliver resources, tools, and support to help our members be more successful.

Steward our members' resources with transparency.

COMMUNITY ENGAGEMENT

RIAR will:

Improve the quality of life in Rhode Island through the active engagement of our members.

Amplify and celebrate our members' involvement in improving our neighborhoods and communities.

Support economic development initiatives throughout the State.

Provide charitable, financial resources through the Realtor Foundation.

Engage communities regionally, nationally, and globally.

ADVOCACY

RIAR will:

Advocate for safe, inclusive, accessible, and sustainable communities.

Be recognized as the authority in housing opportunities for all, and for private property rights.

Promote ownership of real estate.

Champion the availability of entry level/workforce housing.

Collaborate with community partners and NGOs (Non-Governmental Organizations).

Encourage and enhance RPAC participation and responses to Calls-To Action.

LEADERSHIP

RIAR Leadership will:

Identify, cultivate, and mentor future leaders.

Represent the diversity of the communities within which we live and work in our membership and our leadership.

Represent the Association and our members as Ambassadors.

Be the connection between our members and our mission.

Have a growth mindset to lead the organization.

Provide the necessary human and financial resources to fulfill our mission.

PROFESSIONAL DEVELOPMENT

RIAR will:

Commit to deliver, to our members', resources for professional development.

Produce superior programming in a variety of formats/mediums/platforms instructed by subject matter experts.

Provide programs for the well-being of our members, including self-care programs.

Raise the consumer experience of our member interaction with RIAR.

Elevate members' professional development experience by embracing a regional, national, and global holistic interdisciplinary approach.