



Strategic Plan

Mission:

Support members in conducting their real estate businesses ethically, competently and efficiently.

Vision:

Your partner in opening doors for the future.

Government Affairs

RI REALTORS® proactively participates, monitors and promotes issues that affect private property rights and the real estate industry on the federal, state, and municipal levels.

- Membership, governmental bodies and the public understand RI REALTORS® issues and partner with us to collaboratively protect and promote private property rights.
- RI REALTORS® creates, cultivates and strengthens a network of REALTORS® at the municipal level that are engaged to effectively lead political activities that could affect the real estate industry.
- RI REALTORS® maintains and manages a network of REALTORS® at the state level that are engaged to effectively lead political activities that could affect the real estate industry.
- RI REALTORS® has a culture of members fully participating in all facets of the REALTOR® Party.
- RI REALTORS® has a culture of REALTORS® participating and investing in the political process through direct investments to RPAC and fundraising events.
- RPAC Trustees approve contributions to candidates and officials that advocate for, protect, and defend private property rights and the real estate industry.
- RI REALTORS® is the ultimate authority and resource on real property and the real estate industry and is consulted prior to consideration of any new municipal or state initiatives that would affect private property rights.

Community Outreach

RI REALTORS® and the communities they serve are mutually committed to improving the quality of life in Rhode Island.

- RI REALTORS® empowers REALTOR® member involvement with civic organizations to enhance neighborhoods and foster relationships between the public and the REALTOR® family.
- RI REALTORS® is committed to assisting consumers to understand the importance of partnering with RI REALTORS® on issues impacting private property rights and the quality of life in Rhode Island.
- RI REALTORS® promotes the value of its members by celebrating the REALTOR® culture and identifying the contributions made in the community.

Professional Development

RI REALTORS® provides comprehensive curricula to individuals seeking education or career development opportunities to achieve unparalleled levels of success.

- To differentiate itself from other course providers, RI REALTORS® delivers a broad spectrum of advanced educational courses that satisfy the needs and expectations of its target audiences.
- RI REALTORS® acknowledges the complexities of adult learning and provides multiple options through various delivery platforms.
- Students rely on RI REALTORS® faculty comprised of subject matter experts who engage their audience through timely, field-relevant content.
- RI REALTORS® complies with all NAR Core Standards.

Governance

RI REALTORS® ensures the future success of its business entities through strong leadership and thoughtful, proactive strategic planning.

- The by-laws and governing documents accurately reflect how RI REALTORS® operations are conducted.
- RI REALTORS® identifies, cultivates and implements strategies to develop diverse and qualified future leaders for the continued success of the organization.
- RI REALTORS® is committed to managing the operations of the business in a transparent and fiscally responsible manner.
- RI REALTORS® facilities reflect the quality and professionalism of the organization.
- RI REALTORS® employs knowledgeable, skilled and dedicated staff empowered to implement the organization's vision and mission.
- RI REALTORS® empowers staff and leadership to identify, recruit and use subject matter experts as needed to achieve the objectives of the strategic plan.

Communications

RI REALTORS® and its members are the most trusted and essential real estate resource.

- RI REALTORS® consistently demonstrates that it is the most comprehensive and accurate source and provider of real estate data in the marketplace.
- RI REALTORS® communicates effectively with its members and subscribers to maximize engagement in its programs and services.
- RI REALTORS® brands its members as industry experts and as an integral part of the real estate marketplace and the communities they serve.

Integrated Business Opportunities

RI REALTORS® identifies and integrates business opportunities to ensure the ongoing relevance and value of the organization.

- RI REALTORS® delivers valuable services and tools to its members and subscribers.
- RI REALTORS® identifies, cultivates and strengthens strategic business alliances for the benefit of its members.
- RI REALTORS® identifies and engages new markets to enhance and expand the exposure of its member's data.
- RI REALTORS® aggressively pursues income opportunities to offset expenses and maximize member value.
- RI REALTORS® strategically anticipates, prepares and positions itself as the leader in a continually evolving real estate industry.
- RI REALTORS® offers administrative services and opportunities for increased efficiencies to interested organizations and associations.