

# Canadian Real Estate Association Strategic Plan 2014-2017

## Contributing to the Community of REALTOR® Associations

In setting our strategic plan and priorities, CREA recognizes that it is part of a larger "Community of REALTOR® Associations" that together, serve the interests of REALTORS®. As the national association CREA plays a unique role in achieving the Community's aspirations, contributing at times as champions, unifiers, partners, catalysts, facilitators and collaborators. As CREA sets about to deliver on its strategic promises and priorities we will do so with deep appreciation for the following **beliefs**:

### Our Community's Shared Customer

We believe that **REALTORS® are our only customers**; they pay the bills and deserve the very best from all of us. Local, provincial and national associations must do their best to coordinate and work cooperatively together to ensure REALTOR® success.

### Our Community's Shared Purpose

We believe that the entire Community of REALTOR® Associations shares a core and fundamental purpose, namely, to **support REALTORS® to succeed in their chosen profession**. This simple statement should guide us to align our efforts and deliver real value to our REALTOR® Members.

### Our Community's Shared Vision

We believe that if the entire Community of REALTOR® Associations is aligned and focused on living our shared purpose we will, together, be successful in achieving a vision that **REALTORS® are chosen by consumers as the trusted, respected, voice and experts for all things real-estate**.

## CREA's Mission

The Canadian Real Estate Association exists to:

1. Promote the interests of REALTORS®
2. Provide standards and services that enhance REALTOR® professionalism and success
3. Advocate policy that promotes a vibrant and sustainable real estate industry, including real estate property rights and ownership.

## CREA's Vision

By living our mission every day, the Canadian Real Estate Association strives to ensure:

REALTORS® are the chosen, trusted and respected experts for consumer real estate needs.  
REALTORS® are proud to be part of a Community of REALTORS® Associations.

## CREA's Values

As we advance our priorities we will continue to honour our core values of teamwork, partnering, leadership, member-focus, individual respect and development, communication and the Quality of Life Principles.

## CREA's Strategic Priorities

The Canadian Real Estate Association has established a few, carefully chosen priorities that will guide decision-making and investments over the coming 3-5 years. Our priorities are set within the framework of a "balanced scorecard" to ensure that all aspects of CREA's business receive appropriate attention. The following priorities define WHAT we will focus on achieving. Our operating plan will define HOW, through focused projects and activities, CREA will achieve these high-level targets. Our budget will enable these plans to come to life.

### Member Priorities

1. Promote REALTOR® value
2. Advocate public policy that advances community and REALTOR® interests
3. Provide products and services that REALTORS® need and value
4. Engage REALTORS® in the continuous improvement of their profession

### REALTOR® Association Community Priorities

1. Foster engagement, alignment and collaboration amongst the Community of REALTOR® Associations
2. Optimize knowledge management throughout the Community of REALTOR® Associations
3. Advance and support standards of professional practice amongst the Community of REALTOR® Associations and REALTORS®

### People Priorities

1. Ensure a skilled, motivated and sustainable talent
2. Establish and support a culture of engagement and collaboration
3. Establish and support a culture of service excellence

### Internal Priorities

1. Adopt a best-practice philosophy and approach
2. Adopt a continuous improvement philosophy and approach
3. Adopt evidence-based decision-making

### Financial Priorities

1. Ensure long-term health and financial sustainability
2. Maximize value for REALTOR® members

### If CREA focuses on these priorities, what will success look like?

- REALTORS® will be valued as the first choice by consumers
- REALTORS® will be recognized as professionals
- REALTORS® will be confident and proud to be part of their REALTOR® Community
- The REALTOR® Community will be working in harmony to maximize REALTOR® value
- Canada will maintain a strong, vibrant and sustainable real-estate market place.