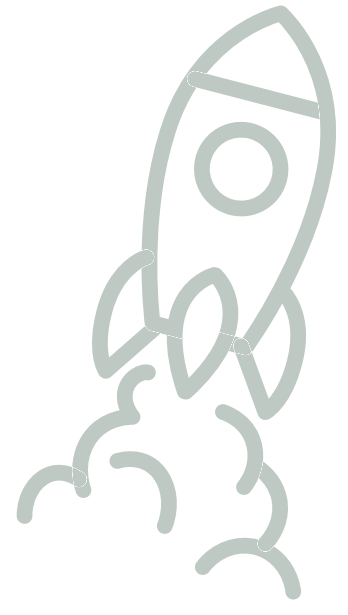




STRATEGIC PLAN 2023 - 2025



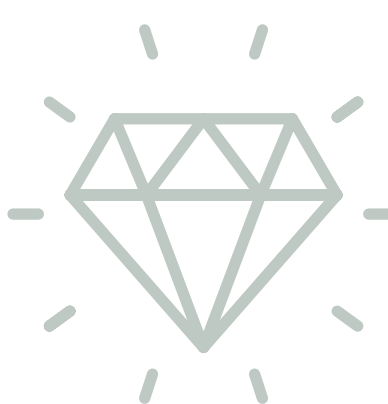
Our MISSION

To be the essential support resource for a diverse community of CREB® members.



Our VISION

CREB® is a community of passionate, prosperous professionals adapting to industry changes and setting the standard for excellence in real estate.



Our One PRIORITY

To achieve these worthy outcomes, CREB®'s 2023-25 strategic plan will focus on one priority - **OUR MEMBERS.**

We will deliver in three ways:

ENHANCE

- Focus on member prosperity
- Tools and technology
- Education and professional development
- Our sense of community
- Professional standards
- Skilled, aligned, service-focused staff

PROMOTE

- Industry advocacy
- Skilled, engaged, ambassador volunteer leaders
- Committed, engaged member volunteers
- Broker partnerships
- Provincial professionalism

PROTECT

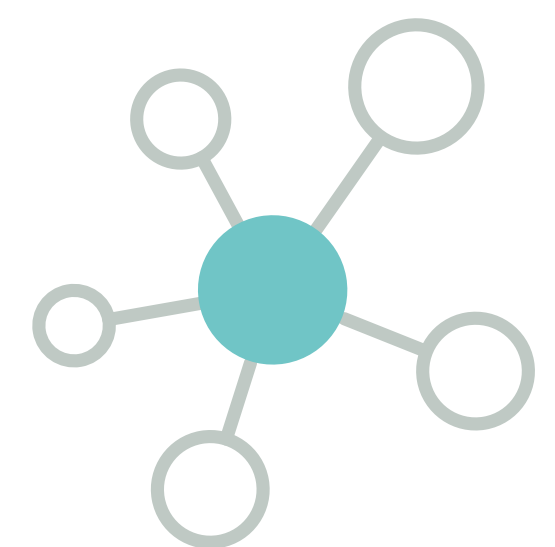
- Collaboration across organized real estate
- Financial stability and predictability
- Ongoing reporting transparency
- Access to reliable and comprehensive listing data
- Integrity of our governance

What we VALUE most

Some of the things we hold dear and will keep at the forefront as we live out our mission for members:

SERVICE

Putting the interests and needs of our members at the forefront of our interactions.



EXCELLENCE

Continuously improving our work and ourselves to meet increasing expectations.

PROFESSIONALISM

Holding each other to high professional standards that earn member and consumer trust.

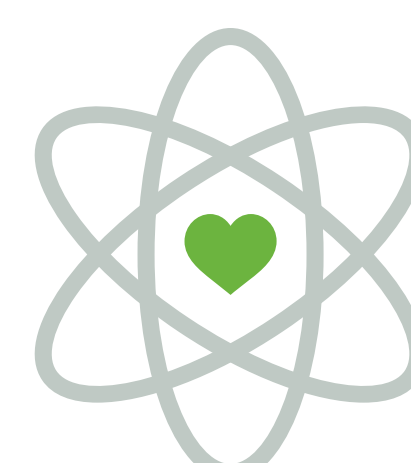
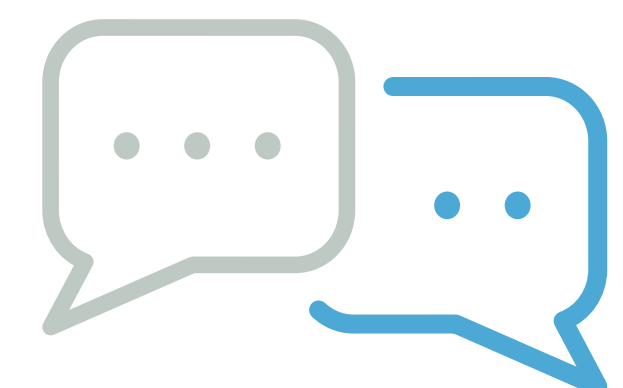


COMMUNITY

Building and nurturing a diverse, inclusive and equitable community of professionals that are better together.

LISTENING

Asking members what they need and responding to the collective interest of the community.



ADVOCATING

Proactively protecting and enhancing the interests of our members.