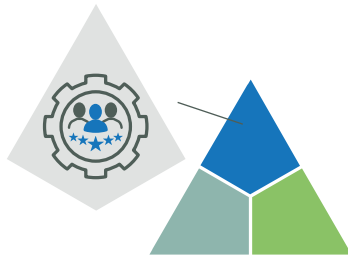


creb® STRATEGIC FRAMEWORK 2026-2030

MISSION We provide CREB® members with the services they need to deliver an exceptional real estate experience.

STRATEGIC GOALS

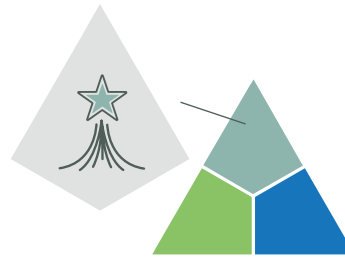
Elevate the REALTOR® profession... to reinforce trust and credibility.



Strategic Objectives

- ◆ Adopt best practices for strengthening member professionalism
- ◆ Establish a 'CREB® REALTOR®' professional membership model
- ◆ Promote the 'CREB® REALTOR®' brand as the leading consumer option

Deliver member-driven services and experiences... Exceed their expectations and provide exceptional value in every interaction.



Strategic Objectives

- ◆ Understand our members' needs and expectations
- ◆ Enhance the services and experiences we provide
- ◆ Strengthen the broker network
- ◆ Champion member prosperity



Strengthen CREB® REALTORS® future readiness... to adapt seamlessly to a rapidly evolving real estate environment.



Strategic Objectives

- ◆ Equip CREB® and CREB® REALTORS® for change
- ◆ Strengthen relationships with peers in the organized real estate (ORE) system
- ◆ Collaborate on initiatives to develop an organized real estate (ORE) system that most benefits members

FOUNDATIONAL GOALS **Harness technology • Partner with purpose**

VALUES **Accountability and Respect**
We live these values every day by following these guiding principles:



Service



Excellence



Professionalism



Community



Listening



Advocating