

creb® STRATEGIC FRAMEWORK 2026-2030

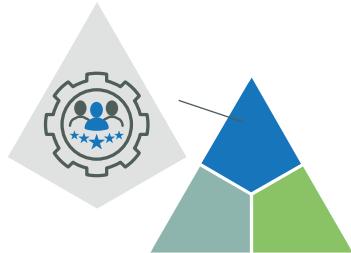
MISSION

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



STRATEGIC GOALS

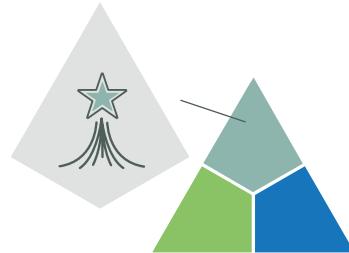
Elevate the REALTOR® profession...
to reinforce trust and credibility.



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