



2022 – 2024 STRATEGIC PLAN





OUR MOTIVATIONS

BCREA 2022 – 2024 strategic plan is designed to:

- Foster thought leadership and collaboration.
- Contribute to a strong, resilient real estate system.
- Ensure that REALTORS® continue to have the skills and resources to adapt to market, regulatory and societal change.
- Position the profession as a knowledgeable champion of consumer protection.
- Bring lasting value to member boards and REALTORS®.



GOAL 1

**AMPLIFY MEMBER BOARDS' INDIVIDUAL AND COLLECTIVE IMPACT
BY ADVANCING THOUGHT-LEADERSHIP AND COLLABORATION AND
PROVIDING RESOURCES THAT HELP MEMBER BOARDS ADD VALUE
TO THEIR MEMBERS.**



OBJECTIVES

- Facilitate collaboration on shared priorities and real estate industry issues.
- Provide resources based on our core services that member boards can integrate into their own approaches to supporting REALTOR® professionalism.
- Provide leadership on emerging societal and industry issues as they pertain to the real estate sector to position member boards, BCREA and REALTORS® as good corporate citizens.
- Promote organizational alignment between BCREA, the Canadian Real Estate Association (CREA) and member boards to become a more focused and nimbler member-based association.



GOAL 2

**LEAD A COLLECTIVE VOICE FOR ADVOCACY AND SECTORAL EXPERTISE, WHILE
SERVING AS A TRUSTED AUTHORITY ON HOUSING AND PRACTICE MATTERS.**



OBJECTIVES

- Establish a framework that brings together the efforts of the association and member boards to collaborate and advocate with a unified voice on housing and practice related matters.
- Publicly advocate for the ongoing development and maintenance of an effective, transparent, and accountable regulatory framework to ensure REALTORS® voices are heard.
- Advocate for more effective and relevant licensing education.
- Collaborate with member boards and CREA to build out a grass roots plan and advocacy structure to expand REALTOR® involvement in advocacy.



BCrea

GOAL 3

**ANTICIPATE AND SHAPE OPPORTUNITIES TO ENHANCE REALTOR®
PROFESSIONALISM AND BUILD PUBLIC TRUST IN THE PROFESSION.**



BCrea

OBJECTIVES

- Establish and promote a shared understanding of “professionalism.”
- Research managing brokers’ needs and develop resources to help them better meet compliance and regulatory requirements, while contributing to a strong managing broker community.
- Support new entrants to the profession through tailored professional development and practice resources.
- Increase public trust in real estate transactions and better position REALTORS® as knowledgeable, reliable advisors.
- Establish a definable and measurable consumer sentiment target by 2023.



GOAL 4

PROVIDE OUTSTANDING VALUE TO MEMBER BOARDS AND REALTORS® THROUGH COST-EFFECTIVE DELIVERY OF RELEVANT AND IMPACTFUL CORE SERVICES.



OBJECTIVES

- Pursue initiatives that add meaningful value by regularly measuring, benchmarking, and internal and external reporting on outcomes across core services.
- Develop and maintain innovative and responsive professional development programming that supports REALTORS® throughout their careers.
- Complete a comprehensive investigation with at least two provinces to determine the feasibility of the sale and/or licensing of BCREA education assets.
- Continue to develop standard forms resources that support REALTOR® professionalism and enhance consumer trust in real estate transactions.
- Continue to produce industry leading thought leadership on economic and housing trends in the province.



GOAL 5

PURSUE ORGANIZATIONAL EXCELLENCE THROUGH STEWARDSHIP OF BCREA'S HUMAN CAPITAL AND FINANCIAL RESOURCES AND A COMMITMENT TO EQUITY, DIVERSITY AND INCLUSION.



OBJECTIVES

- Attract and retain outstanding staff by providing a rewarding and supportive work environment, engagement and growth opportunities, competitive compensation, and work/life balance.
- Increase ability to anticipate and plan for staff turnover by establishing a purposeful, transparent approach to staff development and goal setting.
- Champion equity, diversity and inclusion through our own staff and board recruitment strategies and regular equity, diversity and inclusion training.
- Ensure financial stability of the association through a commitment to delivering unparalleled value to member boards and REALTORS®.
- Exemplify our values in everything that we do.



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