



BRITISH COLUMBIA  
REAL ESTATE  
ASSOCIATION

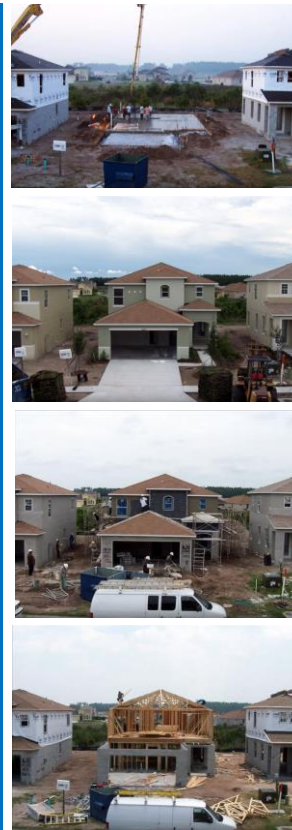
## BUILDING OUR FUTURE

### 2018-2020 STRATEGIC PLAN



## MEASURING PROGRESS

We will report back on a quarterly and annual basis using agreed upon measures and baselines.



BCREA is building a new future that focuses on serving BC's 11 regional member boards and acting as the voice of organized real estate in BC.



## MISSION AND VALUES

---

### *Our Mission:*

*BCREA empowers real estate boards by sharing expertise so BC REALTORS® are trusted, respected and proud of their profession.*

### *Our Values:*

- ✓ *Member board vitality*
- ✓ *REALTOR® success*
- ✓ *REALTOR® professionalism*
- ✓ *Public trust*
- ✓ *Quality of Life*

Just like a house needs to be built on a strong foundation, an organization needs a clear MISSION and set of VALUES.



## GOALS AND TACTICS

---

### **Goal 1:**

Build/rebuild relationships with member boards and other key stakeholders to drive trust, profile and collaboration.

### **Goal 2:**

Lead a collective voice on advocacy and focus on strategic external relationships to ensure REALTORS® are heard.

Once the foundation is there, building the frame – our GOALS and tactics – becomes much easier.



## GOALS AND TACTICS

---

### **Goal 3:**

Support REALTOR® professionalism through a relevant, adaptable approach to education.

### **Goal 4:**

Deliver core services that enhance the professionalism of REALTORS®.

### **Goal 5:**

Deliver excellence through an engaged BCREA staff.

