



2023–2025 STRATEGIC PLAN



ENGAGE

RASM supports an engaged membership through a culture of inclusion, collaboration, and value.

- **Member Engagement**
Provide valuable opportunities to members to collaborate, create unique experiences, and grow professionally.
- **Broker Relations**
Empower and support the success of our broker community.
- **Inclusion**
Foster inclusivity through the diversity of our membership and communities.
- **Communications**
Intentionally focus communications to most effectively reach members' unique interests and needs.



LEARN

RASM provides opportunities to enhance members' productivity, profitability, and professionalism.

- **Ethics**
Ensure fair and ethical cooperation within the profession.
- **Education**
Deliver relevant programs that increase professional competence.
- **Leadership Development**
Identify future leaders and provide the tools and resources to help them reach their maximum potential.
- **Professionalism**
Foster a culture of professionalism amongst our members.



IMPACT

RASM is the voice for real estate, advocating for members, the profession, and our communities.

- **Influence**
Enhance the effectiveness and capacity of our advocacy efforts.
- **Grassroots Engagement**
Encourage member involvement in government relations and community activities.
- **Issues Management**
Position RASM as a thought-leader in identifying and influencing key issues such as housing, infrastructure, etc.
- **Community**
Enhance the public perception of REALTORS® and the REALTOR® brand.



LEAD

RASM is a dynamic organization that adapts, innovates, and grows as a preeminent association.

- **Governance Structure**
Maintain a structure that ensures the most productive environment for volunteers and staff.
- **Growth**
Position RASM for opportunities that may arise to expand its impact.
- **Finances**
Sustain the financial health of the association.
- **Professional Staffing**
Support our CEO and the development of our professional staff to serve members with excellence and grow RASM.

MISSION

Empower and engage our REALTOR® community by delivering essential services, resources, education and experiences that elevate member success and professionalism, while advocating for REALTOR® initiatives and private property rights.

VISION

We are an innovative and relevant association that elevates the standards of professional excellence and is critical to our members' success while providing value to our community.

VALUES

Member-Focused	Innovation
Transparency	Collaboration
Inclusivity	