



2026–2028 STRATEGIC PLAN



ENGAGE

RASM is the catalyst for an engaged membership through a culture of respect, collaboration and delivery of value.

- **Members**
Maximize opportunities for engagement in the association by facilitating relationships, collaboration and valuable opportunities.
- **Brokers**
Access, empower, and support the success of our diverse broker community and their evolving needs.
- **Culture**
Advance inclusivity by recognizing the strengths, perspectives, and connections within all members and the communities we serve.
- **Value**
Communicate the value of belonging through multiple media and platforms.



LEARN

RASM supports member success through education and professional development.

- **Professionalism**
Foster professionalism through fair and ethical cooperation among members.
- **Education**
Provide relevant and diverse educational programs that meet the evolving needs of members across all brokerage sizes.
- **Technology**
Integrate innovative technology to empower REALTORS® with the tools and knowledge needed to excel.
- **Leadership**
Inspire emerging leaders and provide resources to help them reach their maximum potential.



IMPACT

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

- **Influence**
Mobilize the members to act as a unified voice able to drive positive change in public policy.
- **Key Issues**
Position RASM as the trusted subject matter expert on key issues.
- **Community Public Relations**
Increase the public's awareness of REALTORS® and the REALTOR® brand.
- **Involvement**
Increase member understanding and involvement in RPAC and the REALTOR® Party.



LEAD

RASM is respected as a dynamic, future-focused association through leadership and growth.

- **Governance**
Support our dedicated volunteers and professional staff to serve members with excellence.
- **Investment**
Strategically leverage RASM resources.
- **Sustainability**
Ensure our perpetual relevance to achieve and advance the mission and goals.

MISSION

Empowering the success of REALTORS® and protecting private property rights.

VISION

Professionalism elevated and communities strengthened.

VALUES

Member-Focused	Innovative
Transparent	Collaborative
Inclusive	