



REALTOR® ASSOCIATION
of Sarasota and Manatee
Reach Further.™

2026–2028 STRATEGIC PLAN



ENGAGE

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

- **Members**
Maximize opportunities for engagement by facilitating relationships, collaboration and unique member experiences.
- **Brokers**
Empower and support the success of our diverse broker community.
- **Value**
Communicate the value of membership.



DEVELOP

RASM supports member success through education and professional development.

- **Education**
Inspire lifelong learning to prepare members for continued success.
- **Technology**
Expand members' understanding of emerging technologies, tools, and resources to enhance their success and better serve consumers through responsible and ethical use.
- **Leadership Development**
Develop members' knowledge, skills, and confidence to step into leadership roles.
- **Ethics**
Strengthen ethical practice, cooperation, accountability, and professional conduct.



IMPACT

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

- **Collective Action**
Empower members to act and understand RPAC and the REALTOR® Party to drive positive change in public policy.
- **Thought Leadership**
Provide credible data, expert insight, and timely perspectives that shape community dialogue and influence decisions on housing, real estate, and public policy.
- **Community Partnerships**
Strengthen relationships, share REALTOR® community impact, and increase public understanding of the role RASM and our membership play in building thriving communities.



LEAD

RASM is a dynamic, forward-thinking association focused on leadership and growth.

- **Elevate**
Support our dedicated volunteers and professional staff to serve members with excellence.
- **Assets**
Strategically leverage and modernize RASM resources and operations.
- **Thrive**
Ensure our perpetual relevance to 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	