



STRATEGIC PLAN

2018-2022 FAQ

Why did CREB® make a new strategic plan?

Every three to four years, CREB®'s Board of Directors creates and implements a new strategic plan, based on member needs, changes to the real estate industry and societal and environmental conditions. This translates into new and different expectations for all areas of organized real estate.

CREB®'s 2022-2025 strategic plan is built to embrace innovative product and service delivery through a transformative membership structure, empowering a diverse community of CREB® REALTORS® to deliver exceptional value to real estate consumers.

Who created the new strategic plan?

In February 2021, CREB® reached out to members, staff and external stakeholders to understand their thoughts on the future focus of our association. Using this information and other research, CREB®'s board of directors went through an intensive strategic planning exercise in the spring of 2021. From this, a new strategic plan was created for CREB®.

The new strategic plan builds on the advancements made in our 2018-2022 plan, defines our organizational direction and renews CREB®'s commitment to member value. Through a blend of member feedback, staff feedback and strategic planning, we're excited to forge a new path that will transform the way CREB® serves its members.

When will CREB® launch the new strategic plan?

The new strategic plan comes into effect on Jan. 1, 2022.

What are the highlights of the new strategic plan?

Real estate is changing and to confidently shape our future direction some high-level goals include:

- Ensuring a safe, healthy, diverse and equitable environment for our people to thrive in.
- Encouraging continuous improvement that ensures consistency, efficiency and reliability throughout CREB®.
- Advancing our application of the 'environmental, social, and governance' accounting framework.
- Improving directed advocacy to generate measurable benefits to members.
- Achieve continued growth in CREB® member satisfaction.

Why did CREB®'s mission and vision change?

We modernized our mission and vision statements to provide clarity and direction to our organization.

- Vision: CREB® REALTORS® are integral to our diverse and vibrant communities.
- Mission: Empowering a diverse community of CREB® REALTORS® to deliver exceptional value to real estate consumers.

How does the strategic plan benefit me?

The report sets out clear goals and objectives for CREB® to pursue, from 2022-2025, to ensure we deliver on our mission of Empowering a diverse community of CREB® REALTORS® to deliver exceptional value to real estate consumers. It is the catalyst to all CREB® business units' yearly operational plans and drives decision making for the board.

Where can I find the strategic plan?

[Click here](#) to view CREB®'s 2022-2025 strategic plan.