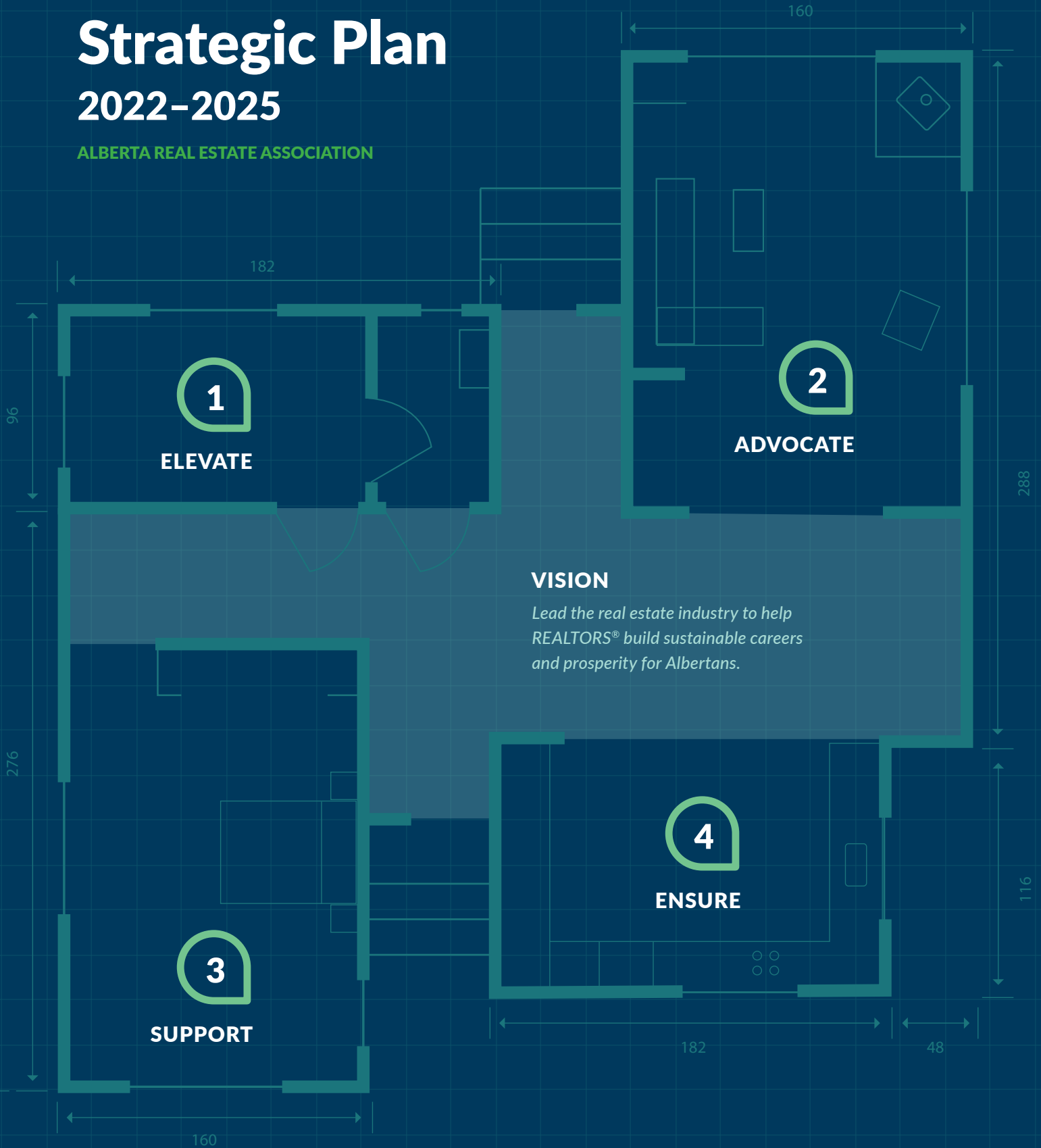




Strategic Plan 2022-2025

ALBERTA REAL ESTATE ASSOCIATION



Our Vision

Lead the real estate industry to help REALTORS® build sustainable careers and prosperity for Albertans.

For 75 years, AREA has served as the provincial voice for REALTORS®, driving professionalism and advancing real estate as an industry. The AREA Board of Directors is proud to present this 2022–2025 strategic plan as a continuation of AREA's longstanding vision, updated for the challenges and opportunities AREA members face today.

1. Elevate

the professional excellence of REALTORS®

AREA values the reputation of REALTORS®. Professional development, forms provision, and practice advice remain core focuses for AREA. AREA believes the right tools, combined with formal and informal learning opportunities, can assist REALTORS® in better serving their clients. Moving forward, AREA will work to align professional standards, rules and administrative justice within the province, while also developing a practical program pathway for licensing education and ongoing professional development. AREA will continue to provide its members with tools and opportunities to enhance their skills, while also promoting the value of REALTORS® provincially.

2. Advocate

for a strong real estate environment

AREA values the importance of real estate to Alberta's economy. AREA advocacy is REALTOR®-centric and member driven, focused on influencing provincial public policy and regulation in ways that protect and promote the real estate industry, REALTORS®, and the clients they serve. Moving forward, AREA will continue to protect its members from regulatory overreach, while advocating for proper standards of enforcement, through its member advocacy program. AREA will remain committed to its responsibilities as the voice for REALTORS® with provincial stakeholders, reinforcing the vital role of real estate in building prosperity for all Albertans.

3. Support

the continued viability of REALTORS®

AREA values cooperative structures that benefit all Alberta REALTORS®. AREA has facilitated increased cooperation among Alberta's local Boards, including the creation and launch of Pillar9™, harmonized rules and provincial administrative justice, while respecting local representation. Moving forward, AREA will explore the structure for Alberta's organized real estate for how best to prioritize member needs, wants and benefits. AREA will continue to provide equitable, high-quality, self-sustaining member programs that save its members time and money.

4. Ensure

AREA's financial wellness

AREA values responsible fiscal stewardship. AREA maximizes its value to members through strict attention to operational spending, investing its dollars and resources where most impactful to its members, and developing beneficial affinity programs. The AREA Board of Directors thinks REALTOR® fees are too high. This strategic plan starts with a sustainable decrease in member dues, but more can be done to improve the stewardship of member dollars throughout the real estate system. Moving forward, AREA will maintain its focus on optimizing member dues and fees provincially, while expanding high-caliber service delivery.

The Alberta Real Estate Association is a not-for-profit professional association representing the interests of 11,000+ Alberta REALTORS®, from 10 local real estate Boards/Associations.

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