



# Strategic Plan 2018–2021

ALBERTA REAL ESTATE ASSOCIATION

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

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# Our Vision

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

The AREA Board of Directors is proud of the work AREA does on behalf of Alberta REALTORS®. For 70 years, AREA has served as the provincial voice for REALTORS®, driving professionalism and advancing real estate as an industry. This 2018–2021 strategic plan is a continuation of AREA's 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 remains a core focus for AREA services. AREA believes formal and informal learning opportunities and tools can assist REALTORS® in better serving their clients. Moving forward, AREA will continue to provide its members with tools and opportunities to enhance their skills, while also promoting the value of REALTORS®.

## 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 remain committed to its responsibilities as the voice of REALTORS® with provincial stakeholders, reinforcing the vital role of real estate in building prosperity for Albertans and for the province.

## 3

### **Shape the technological transformation of the real estate industry in Alberta.**

AREA values the collective strength of its 10,500+ member voice. AREA will continue to push for improvements – as it has in the past with electronic form signatures and Data Co-op – where possible, while respecting the integrity and responsibilities of the local Boards. Moving forward, AREA will evaluate more innovative technological solutions that benefit REALTORS® provincially, through cost or time saved, and will use the strength of its collective voice to negotiate favourable solutions.

## 4

### **Support the continued viability of organized real estate.**

AREA values the fabric of organized real estate. AREA defines its role as uniquely provincial in scope – in harmony with local Boards and the national association. In this role, AREA facilitates cooperation among Alberta's local Boards, while being the voice of Alberta REALTORS® with provincial stakeholders and providing provincial services. Moving forward, AREA will continue to promote cooperative solutions that can benefit all Alberta REALTORS®.

## 5

### **Ensure AREA's financial sustainability.**

AREA values careful fiscal prudence. AREA maximizes its value to members through strict attention to operational spending, having cut its annual operating budget by 20 per cent as part of its previous 3-year strategic plan; investing dollars and resources where most impactful; and improving revenue-positive affinity programs. Moving forward, AREA will maintain its focus on delivering high-caliber services, without raising member dues.

The Alberta Real Estate Association is a not-for-profit professional association representing the interests of more than 10,500 Alberta REALTORS®, from 10 local real estate Boards/Associations.

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