

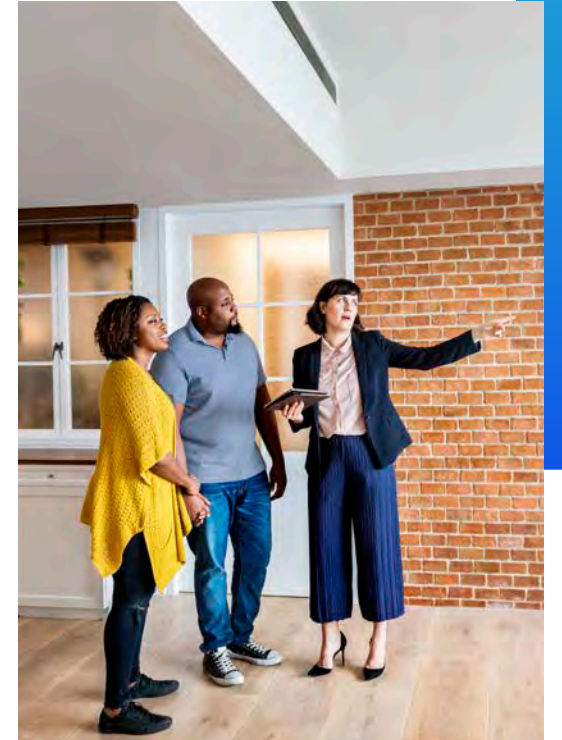
# **ONTARIO REAL ESTATE ASSOCIATION'S STRATEGIC PLAN**

## **2021-2026**



# VISION STATEMENT:

Helping Ontario REALTORS®  
succeed in building stronger  
communities.



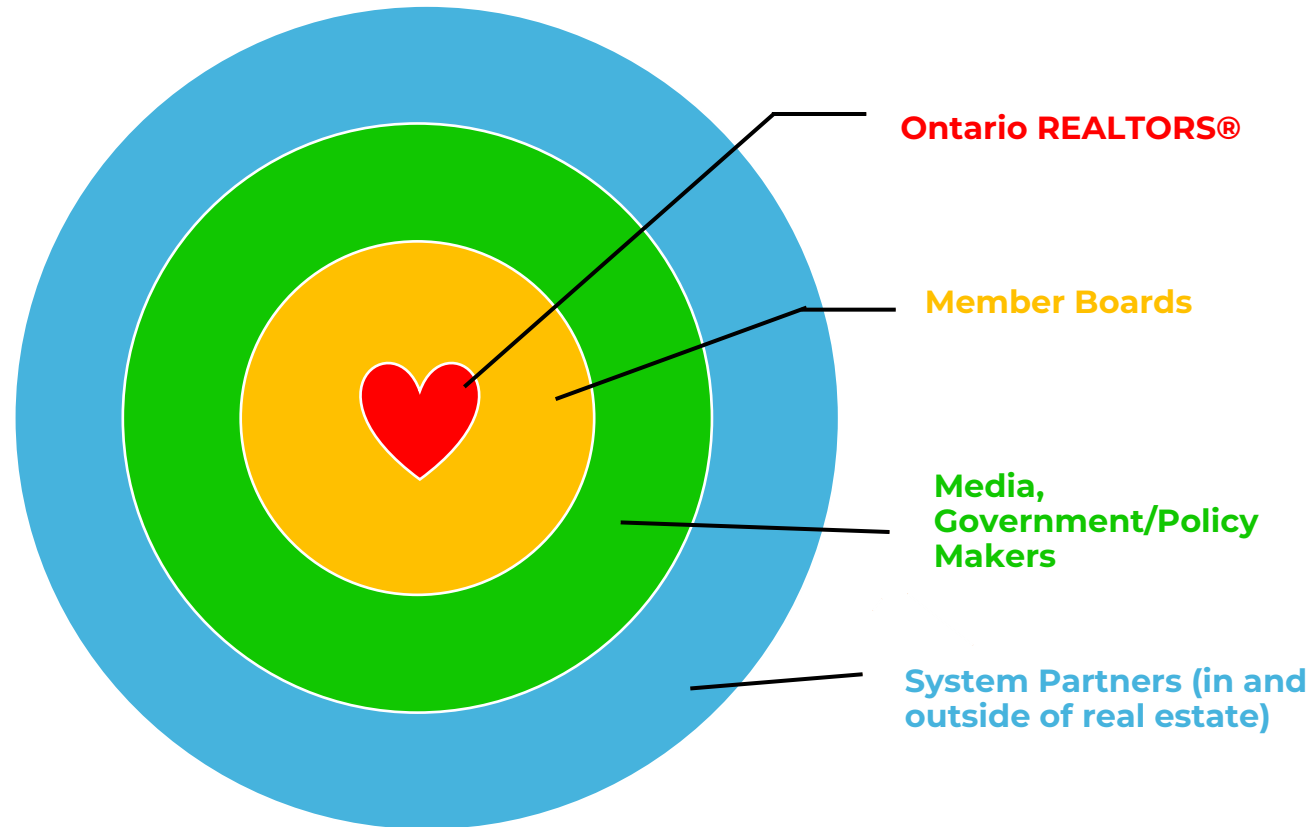


# MISSION STATEMENT:

To support Ontario  
REALTORS® in helping people  
find a great place to call home,  
work, and thrive.



# WHO IS OUR CORE AUDIENCE?



**OBJECTIVE:**

# **ENHANCE OUR VALUE TO REALTORS® AND MEMBER BOARDS**



**KEY RESULTS:**

1. Achieve a Net Promoter Score of 10-12 or above by REALTORS® and a positive (need to create measure) by Member Boards, annually.
2. Maintain high levels of REALTOR® satisfaction and increase engagement scores by (need to create measure and set baseline) for Advocacy, Standard Forms, and Leadership.
3. Become the acknowledged experts on Ontario residential and commercial REALTORS® and share 2 reports annually on relevant insights with Member Boards.
4. Pilot 2 or 3 new programs or enhancements to existing products to our REALTORS® or Member Boards. Similarly, consider retiring at least 1-2 underperforming programs each year.



**OBJECTIVE:**

**REDUCE BARRIERS  
TO HOME  
OWNERSHIP AND  
IMPROVE EQUITABLE  
ACCESS TO HOUSING**



**KEY RESULTS:**

1. Reduce 2 public policy barriers (local or provincial) to affordable home ownership, annually.
2. Develop 4 policy approaches to enhance quality, affordability or equity along the housing spectrum (from homelessness to rentals to first time home buyers) by end of 2021.
3. Assist 4 local Member Board Government Relations issues, in partnership with local boards, annually.
4. Begin to act upon recommendations from the PAG on diversity and inclusion by end of year 2021



**OBJECTIVE:**

**ELEVATE OUR  
PROFILE AS THE  
VOICE OF ONTARIO  
REAL ESTATE**

**KEY RESULTS:**

1. Be the go-to source for real estate information by increasing requests from third party stakeholders, including media and government by 5%, annually.
2. Frame conversations on 3 policy issues on real estate in Ontario, through our thought leadership.
3. Showcase the positive work of 4 REALTORS® and 4 Member Boards by December 31, 2022 through our Real Heart initiative.





## OBJECTIVE:

# NUTURE OUR BEST-IN-CLASS RESULTS-DRIVEN ASSOCIATION



## KEY RESULTS:

1. Maintain high levels of employee satisfaction rates of 80-85%, annually.
2. Ensure the long-term sustainability of our association through the annual review of its resources and optimize their use to deliver continuous improvement and best in-class results.
3. Create a Work From Home (WFH) strategy to optimize space and occupancy costs.
4. Reduce overhead costs by up to 5% annually (from 2019 baseline) and invest savings in member services.
5. Reduce administrative burden on staff by at least 10%.







# OPPORTUNITIES OREA **WILL PURSUE:**

1. Pursue on-the-ground advocacy approach in the most logical market or markets for residential and commercial real estate.
2. Optimize our approach to conferences including considering frequency of major conferences, hybrid and/or virtual approaches, working with third parties, and additional financial opportunities.





# OPPORTUNITIES OREA **WILL PURSUE:**

3. Identify new and enhanced course development opportunities for Forms, Leadership and new member education; and observe and assess professional education best practice approaches being used by Member Boards, and partners such as Humber and REIC that can be amplified provincially.
4. Continue to provide platforms and opportunities for innovations to be shared with Members.
5. Consider group benefits for technology products for Members.





# OPPORTUNITIES OREA **WILL PURSUE:**

6. Become the acknowledged experts on the demographics and psychographics of Ontario REALTORS® to offer more value for our Members and share relevant insights with Member Boards.
7. Board to instruct OREA Governance Committee about identifying opportunities in relation to the modernization of the bylaws.





# OPPORTUNITIES OREA **WILL PURSUE:**

8. Become a strong provincial voice for Commercial REALTORS®, beginning with a consultation process with senior leadership of commercial agencies, and subsequently commercial members to identify their needs, wants and aspirations.
9. Continue to explore internal and external opportunities to enhance diversity and inclusion.





# OPPORTUNITIES OREA **WILL NOT** PURSUE:

1. Not play an active role in pursuing REALTORS® increased access to MLS® data.
2. Not play an active role in creation of a provincial commercial MLS® or commercial overlay board.
3. Not play an active role in the consolidation of Member Boards.

