



REBGV 2024 – 2026 Strategic Plan



VISION

Real estate re-imagined.



MISSION

Leading professionalism and innovation in real estate.



OUR VALUES

We believe we best serve members when we:

- Create a culture of innovation.
- Play a critical role in building and maintaining public trust in organized real estate.
- Develop collaborative relationships with our community, our partners, and our people.
- Act with uncompromising honesty, integrity, and accountability in everything we do.
- Work together in an open and cooperative marketplace.
- Ensure people are valued and respected.

Strategic Pillars



Operational Excellence



Industry Leadership



Product Innovation

Strategic Priorities

- **Professionalism:** Act on the recommendations from the professionalism white paper and lead cross-Canada efforts to elevate the standards, accountability, and culture within the REALTOR® profession.
- **A modern brand:** Re-brand, rename and re-position the public profile of REBGV as an advocate for innovation, transparency, and high standards in the real estate transaction.
- **Product innovation:** Deliver an innovative suite of digital products and services that allows Realtors to streamline and enhance the delivery of real estate services.
- **Data as a Strategic Tool:** Leverage data to inform external relations and advocacy, provide members with enhanced market intelligence, and support operational efficiency and results.
- **Service Delivery:** Create operational strength, capacity and technological infrastructure to streamline and simplify the ways we deliver services to members.
- **A Provincial Focus:** Achieve REBGV's responsibilities within the Provincial Priorities Initiative and support other Boards' pursuits of streamlined and more effective structures, operational systems and processes within organized real estate.