

# OUR STRATEGIC PRIORITIES

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Effective strategic planning that leads to the achievement of our mission and vision requires a focused process and meaningful action. It requires that KADREA is clear on its priorities and takes appropriate actions to achieve these priorities. Four interrelated, mutually supportive **strategic priorities** are at the heart of this strategic plan.

- △ Delivering tools and services for our members
- △ Engaging our members
- △ Developing leaders
- △ Creating partnerships and collaborations

Strategic Priority: Delivering tools and services for our members	
<b>Goal:</b>	To enhance members’ business and professional success through delivering exceptional services, programs and tailored education which are relevant to a dynamic industry environment.
<b>Outcomes:</b>	<ul style="list-style-type: none"> <li>• We support well educated REALTORS® who have the best tools, training, education and support they need for a superior customer experience.</li> <li>• The delivery of technological and educational resources, external to KADREA, are shared with other real estate boards.</li> <li>• The stewardship and integrity of our data is maintained.</li> <li>• KADREA supports Professional Standards and enhances professionalism amongst its REALTOR® members.</li> <li>• Members are better able to define and articulate their value to the consumer and the general public.</li> </ul>

Strategic Priority: Engaging our members	
<b>Goal:</b>	To foster an engaged community of members and stakeholders that value and utilize KADREA programs and services.
<b>Outcomes:</b>	<ul style="list-style-type: none"> <li>• KADREA delivers valuable content and information to our members.</li> <li>• We have ongoing and frequent communication with key stakeholders and decision-makers at all levels.</li> <li>• We have a superior website that is a hub of information to members and the public.</li> <li>• Members have a clear understanding of the value that KADREA provides.</li> <li>• KADREA has a unified voice and consistent messaging.</li> <li>• KADREA is a listening organization, creating two-way channels for communication and member feedback.</li> </ul>

### Strategic Priority: Developing organizational capacity

<b>Goal:</b>	To create robust organizational systems and finances while fostering volunteer and employee leadership to enable the attainment of the goals identified.
<b>Outcomes:</b>	<ul style="list-style-type: none"><li>• Creation of strong, effective, impactful leaders in our industry including staff, board and members.</li><li>• Trained and knowledgeable board and staff members.</li><li>• Development of a succession plan for board and staff.</li><li>• Effective governance processes and practices that provide leadership for the organization.</li><li>• Mentorship program developed to assist new board members and volunteers.</li></ul>

### Strategic Priority: Creating partnerships and collaborations

<b>Goal:</b>	To develop productive partnerships with other real estate boards to leverage resources and expertise.
<b>Outcomes:</b>	<ul style="list-style-type: none"><li>• Streamlining of services to provide support to members.</li><li>• Increased capacity and cost savings.</li><li>• More efficient and effective operations for partner organizations.</li><li>• Better utilization of expertise and experience of staff and volunteers of partner organizations.</li></ul>