



Vision

Home is at the heart of everything we do and REALTORS® are the heart of Canadian real estate.

Strategic overview 2022-2025

Advocacy

We empower REALTOR® activism on behalf of Canadians. We work for a policy and legislative environment that supports and enables homeownership and acknowledges the importance of REALTORS® and housing to communities and the Canadian economy.

1. We encourage policy innovation to address affordability and obstacles to adequate housing. We will promote bold actions to dramatically increase the supply of new homes.
2. Together with our partners, we will develop new approaches to affect necessary changes in support of homeownership. By coordinating efforts, we can amplify the impact of the whole REALTOR® community.
3. We provide REALTORS® with the most accurate resale housing data in support of their clients and communities.
4. We will embed ethics, sustainability and social impact into everything we do.



Mission

Encouraging, empowering and enabling REALTORS® in support of Canadian real estate journeys.

1. We encourage policy in support of homeownership by mobilizing our members' collective voice.
2. We amplify and strengthen what it means to be a REALTOR® and the value of using one by prioritizing professionalism and innovation.



Values

Excellence. Integrity. Collaboration.

REALTORS® are a shared member with local boards and provincial associations. In collaboration with our partners, we facilitate expertise, service and transparency to help REALTORS® optimize their business.

Reputation

We champion REALTORS® through awareness, education and excellence in the profession to build brand equity and support REALTORS® business needs.

1. We will continue to listen to and engage with REALTORS® and boards and associations.
2. We will initiate required REALTOR® Code training for all REALTORS® across the country.
3. We will create opportunities to elevate professionalism and develop higher standards for the use of the REALTOR® trademark.
4. We will continue to improve consumers' understanding of REALTOR® value.

REALTOR® and Consumer Technology

We support REALTORS® with competitive tools and technology: most notably, REALTOR.ca. REALTOR.ca is an all-inclusive real estate portal that enables a full-service marketplace for REALTORS® and consumers to connect.

1. We will grow non-dues revenues to increase support and investments for REALTOR® technology.
2. We will develop the opportunity for CREA Technology to drive added value back to REALTORS® other than leads.
3. We will create the conditions that allow REALTOR.ca to maintain its consumer-centric focus and REALTOR® ownership, giving it the ability to sustain its leadership position.