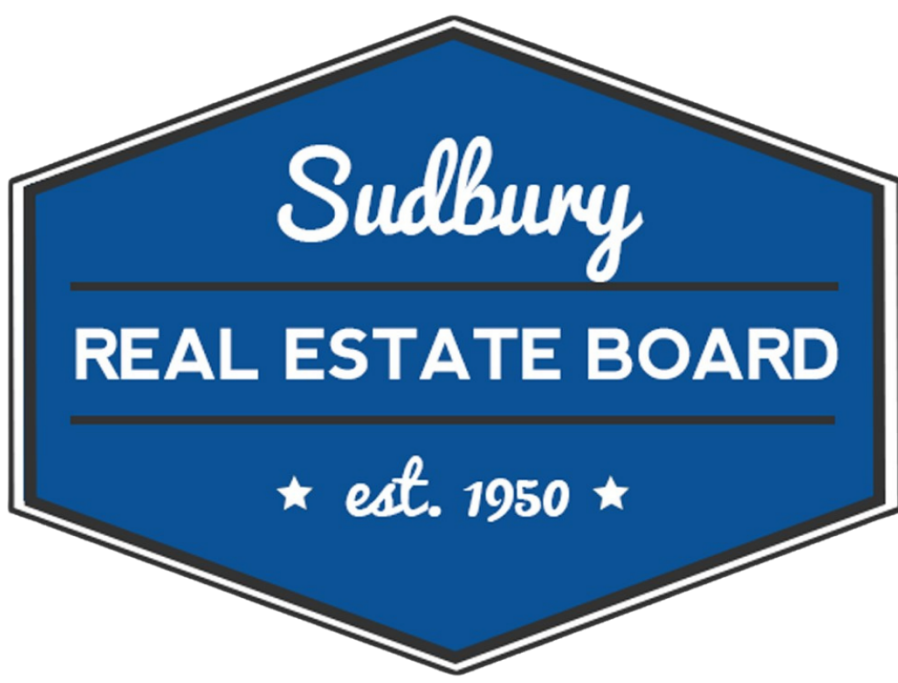




**STRATEGIC PLAN**  
**2023-2026**



# VISION, MISSION & VALUES

2023-2026

## OUR VISION

The SREB is a trusted industry leader striving to advance the real estate profession and our communities alike.



## OUR MISSION

Empowering REALTORS® to excel and uphold high standards by providing them with technology, opportunities for learning and development and advocating on their behalf.



## OUR VALUES

Our work is guided by the following values:

- **Professionalism:** We set high standards around accountability, integrity, and excellence in the real estate industry.
- **Trust:** We are reliable and transparent. Our members have confidence in our decision-making and know that we'll always follow through.
- **Collaboration:** We foster meaningful partnerships that strengthen our communities, creating a sense of belonging, support, and unity within, and beyond, our membership.
- **Progressive:** We are a key source of leading knowledge in our industry. We continuously explore ways to grow and improve, creating empowering spaces for open discussion and innovation.





# STRATEGIC PLAN



## Overarching Goal

Our goal is to be a strong real estate board, laying the groundwork needed to become a leader for Northern Ontario.



### Strengthening our Foundation

The organization is focusing on structural enhancements, team building, leadership support, and leveraging tools for effective impact assessment.



### Empowering our Membership

The organization is enhancing communication, engagement, technology adoption, education, and resource accessibility for members, and elevating professional standards.



### Elevating our Professional Standards

The organization aims to elevate its professional standards by updating them through member engagement, establishing an equitable oversight framework, and embedding these standards into its culture and resources.



### Enhancing our Influence

The organization is revitalizing relationships through collaboration and resource sharing, and fostering awareness of best practices to shape the real estate sector.



# STRATEGIC PLAN



## Strengthening Our Foundation

The organization is focusing on structural enhancements, team building, leadership support, and leveraging tools for effective impact assessment.

a. Re-evaluating and realigning our structure for sound operations by enabling governance, senior leadership, and staff to work together effectively.

b. Building our team to drive our mission by making sure we have the right staffing complement to effectively support our growing membership and recruiting active participation in our committees.

c. Supporting strong leadership to effectively achieve our goal by setting clear direction, offering development opportunities, and ensuring succession plans are in place.

d. Leveraging the right tools and information to understand our impact by establishing key performance indications (KPIs) as metrics of success while investing in and engaging effective technology and research



# STRATEGIC PLAN



## Empowering Our Membership

The organization is enhancing communication, engagement, technology adoption, education, and resource accessibility for members, and elevating professional standards.

a. Being clear with our priorities, enhancing communications, and increasing transparency by making sure our messages are consistent, repeated, accessible, and shared through a variety of channels.

b. Increasing member engagement by offering consistent opportunities for solutions-oriented input from members to inform future initiatives, education, technological advancements, and strategic directions.

c. Adopting new technologies to bolster our members for future efficiencies, reducing risk and enhancing accessibility: by evaluating the current needs and evolving trends in technological resources and investing in those that will enable even better service for REALTORS®. Supporting the implementation through open communications and access to education and resources.

d. Offering education and training using approaches that acknowledge the need for flexibility by identifying the topics that members are most interested in and exploring alternative ways of delivering and disseminating the learning.

e. Increasing access to all member resources by implementing a user-friendly system that helps to communicate the availability of new resources, maintains records in an organized way, and ensures members have ongoing access to the valuable resources facilitated by SREB on their behalf.



# STRATEGIC PLAN



## Elevating our Professional Standards

The organization aims to elevate its professional standards by updating them through member engagement, establishing an equitable oversight framework, and embedding these standards into its culture and resources.

a. Updating professional standards by undertaking a comprehensive review of existing resources, ensuring adequate member engagement in the process, and considering best practices implemented by other boards.

b. Establishing a clear, equitable oversight framework by designing a system that will maintain adherence and accountability and considers change management in an effective implementation plan.

c. Embedding the standards in our culture by weaving them into existing and new resources, ensuring ongoing communications, highlighting them during onboarding, and integrating them into our training and learning events.



# STRATEGIC PLAN



## Enhancing our Influence

The organization is revitalizing relationships through collaboration and resource sharing, and fostering awareness of best practices to shape the real estate sector.

a. Reenergizing relationships by exploring opportunities to collaborate and share resources to strengthen performance, and build each other up in an open, transparent, and reciprocal way to collectively remain relevant to the changing environment.

b. Contributing through meaningful advocacy by determining priority areas for advocacy relevant to our local markets and the unified northern voices — establishing a strategic approach, and identifying which opportunities to engage in maximum visibility.

c. Increasing awareness of best approaches by sharing our successes and our learnings with our partners with the aim to inform and encourage continuous improvement, develop best practices, and shape the real estate sector across the North.

# 2023 BOARD OF DIRECTORS



**Adam Haight,  
Chair**



**Amanda Denis,  
Chair-Elect**



**Chris Tammi,  
Vice Chair**



**Tanya Vanden Berg,  
Past Chair**

Dear Members,

I wanted to take a moment to express my gratitude to every one of you for your unwavering commitment and investment in developing our 2023-2026 Strategic Plan. Your active involvement has been instrumental in shaping our path forward, and your dedication has not gone unnoticed.

To the members who took the time to answer our surveys and provide valuable insights, your input has been invaluable. Your thoughtful responses have given us a deeper understanding of our community's needs and aspirations, which will guide our decisions in the coming years.

To those who participated in our focus groups, your willingness to engage in candid discussions and share your expertise has been instrumental in refining our strategic objectives. Your perspectives have enriched our strategic thinking and helped us prioritize our initiatives.

A special appreciation goes to the 2023 Board of Directors for your visionary leadership and tireless efforts in overseeing this strategic planning process. Your guidance and dedication have been pivotal in setting the course for our organization's future success.

Lastly, I would like to thank Laridae Consulting for their invaluable support and guidance throughout this journey. Their expertise has been a guiding light, helping us navigate the complexities of strategic planning with confidence and clarity.

As we move forward with implementing our 2023-2026 Strategic Plan, let us remember that it is the collective commitment of our members, focus group participants, board members, and the support of trusted partners like Laridae Consulting that will drive our success.

Thank you for your dedication, passion, and investment in our organization's future. Together, we are poised for great achievements in the years to come.

Warm regards,

Adam Haight, 2023 Chair



**Carlie St. Amant  
Director**



**Julie Robert  
Director**



**Luc Bock  
Director**



**Quentin Seeley  
Director**



**Kate Nelson  
Director**