

# COLUMBUS REALTORS® STRATEGIC PLAN 2025-2026

MISSION: Columbus REALTORS® is the leading advocate and trusted source for real estate in central Ohio.

## ADVOCATE

Advocating for housing, development, and real estate investment.

- A Voice**  
Grow your position as the leading voice in the real estate sector.
- B Fair Housing**  
Be the leader in promoting and educating equity and fair housing policies and programs.
- C Grassroots Involvement**  
Educate and mobilize members in government relations and support for RPAC.

## ELEVATE

To continuously elevate the professionalism and level of service provided to the consumer by our members.

- A Education**  
Support the success of REALTORS® through continuing education, business, and leadership development programs.
- B Housing**  
Focus on housing needs and opportunities by working with local community organizations.
- C Collaborate & Unite**  
Increase awareness of fair housing practices and promote diversity and inclusion in the real estate industry through collaboration with allied organizations.

## IMPACT

Create a positive influence in the communities we support through real estate.

- A Vision and Analytics**  
Act as the catalyst to enable the exchange of data and analytics for commercial and residential growth.
- B Leadership Opportunities**  
Develop and position REALTORS® to serve in appointed and elected positions.
- C Joint Ventures**  
Develop and expand housing solutions by collaborating with public and private organizations.

## INNOVATE

Maximizing the resources and talent of volunteer leaders and professional staff to position the association for long-term success.

- A Volunteer Leadership** - Maintain a pipeline of REALTORS® willing to serve in board and committee roles ably.
- B Professional Staffing** - Ensure that the staffing levels are in line with the goals, structure, and strategy of a dynamic organization, while also fostering professional development.
- C Financial Growth** - Leverage the organizational structure and opportunities to generate sustainable financial strength.



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