

2026–2028 STRATEGIC PLAN



MISSION

Our core purpose is to advance the ability of Oregon REALTORS® to practice the real estate profession in an ethical, profitable, and successful manner.

VISION

Oregon REALTORS® is the trusted source for all things real estate.

ADVOCATE

Expand our political strength and influence throughout Oregon to protect private property rights, fair housing, and to promote real estate ownership.

- Protect each member's right to conduct business.
- Support legislative policy and candidates for public office.
- Encourage grassroots efforts through key constituent program and candidate training.
- Collaborate with the government to ensure a balanced approach that aligns industry needs, business practices, and consumer protection.
- Expand investment in the REALTORS® Political Action Committee.
- Promote REALTOR® Party benefits to expand the use of programs at the local, state, and national levels.
- Promote land use ease and empower property owners.

EDUCATE

Empower members and local associations to increase professionalism, involvement, and inclusivity.

- Provide comprehensive business education and practical tools for all members to ensure compliance with rules, regulations, and statutes.
- Develop and implement effective communication strategies to convey the association's value proposition, enhancing member understanding and resource utilization.
- Enhance data collection and analysis to provide deeper insights and better decision-making for members.

LEAD

Advance a culture of leadership to expand REALTOR® influence.

- Be the "Voice for Real Estate" to disseminate information through innovative methods.
- Elevate the REALTOR® image through involvement in other organizations and the community.
- Cultivate leaders who represent the expertise and diversity of our state and membership.
- Evaluate and strengthen alliances with both traditional and nontraditional coalition partners to promote strong communities, job growth, and economic development.