

# STRATEGIC

*Roadmap 2025–27*

## ENHANCED COMMUNITY INVOLVEMENT

Strengthening partnerships, increasing visibility, and leading financial literacy efforts to educate homebuyers.

1

## HOUSING AFFORDABILITY & ADVOCACY

Addressing zoning challenges, advocating for affordable housing policies, and providing resources to help members articulate the issues affecting homeownership.

2

## MEMBER ENGAGEMENT & LEADERSHIP DEVELOPMENT

Expanding leadership opportunities, refining recruitment strategies, and ensuring diverse representation within our association.

3

## COMMUNICATING OUR VALUE

Enhancing transparency, increasing the reach of our messaging, and insuring members understand the full benefits of their membership.

4

## STRATEGIC OBJECTIVES FOR THE SPOKANE REALTORS® MULTIPLE LISTING SERVICE

Evaluating and assessing the risk, value and transparency of the MLS.

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