



RESIDENTIAL
REAL ESTATE
COUNCIL



STRATEGIC PLAN 2024 – 2026



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The Residential Real Estate Council's (RRC) Strategic Plan is our commitment to achieving our mission and vision. We ensure all our actions and communications uphold our core values, helping our Certified Residential Specialist (CRS) Designees, RRC members, business partners, and the broader global residential real estate community.

MISSION

The Residential Real Estate Council (RRC) is committed to the success of its members through education, leadership development, referrals, networking opportunities, and business resources.

VISION

To be the premier business development organization for REALTORS® and international real estate professionals.

VALUES

Our values embody our work, who we are as an organization, and who we are as residential real estate professionals.

- **Members at the Heart:** Our community fuels us.
- **Collaboration Sparks Innovation:** Together, we grow.
- **Service Driven:** We are eager to listen and help.
- **Integrity & Transparency:** Creating stability from openness.

PILLARS

Our pillars represent our core objectives. They link actions to our mission and vision. Each pillar is a lens to focus our work.

- **Building strong connections.**
- **Lifelong learning and growth.**
- **Organizational excellence.**
- **Unrivaled distinction.**



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BUILDING STRONG CONNECTIONS

MEMBER CONNECTION & ENGAGEMENT

Keeping Pace

RRC will be with you at every turn, keeping products and services relevant and timely.

Seamless Online Journey:

Navigate your CRS pathway, coursework, and benefits with ease.

We've Got What You Need

RRC will be your go-to solution.

Growing Together

Embracing all generations, keeping our loyal members, and welcoming the new.

In Sync

Bridging the gap between state, local, and the RRC vision.

Celebrate Achievements

Your success stories inspire us.



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LIFELONG LEARNING & GROWTH

PROFESSIONAL DEVELOPMENT

Skills Enhancement

Advance techniques to excel at and future-proof residential real estate careers.

Central Content Hub

RRC and members collaborate, share information and data.

Tools and Techniques

Mastering skills with top-tier instructors.

Collaborative Mastermind

A dedicated space for best practices and brainstorming.

A Badge of Excellence

RRC Membership and CRS Designation is a stepping-stone in your ever-evolving professional journey.

Think Creatively

Going beyond the norm to deliver fresh, innovative content.



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ORGANIZATIONAL EXCELLENCE

ENSURING WE'RE THE BEST AT WHAT WE DO

Premium Experience, Your Way
Customized for every member.

Feedback Loop
Keeping an open channel to measure and report member satisfaction.

Holding Ourselves Accountable
Accountability and transparency for internal and external reporting

Network Relations
Evaluating return on investment for networks and states.

Embracing All
We're dedicated to consistent delivery on our values of diversity, equity, and inclusion.

Always One Step Ahead
Dedicated to pioneering the future.

Fiscal Responsibility
Allocate the necessary human and fiscal resources to fulfill our mission.

Nurturing Leaders
Cultivate and mentor leaders committed to serving our community.



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UNRIVALED DISTINCTION

GLOBAL PROFESSIONAL POWERHOUSE

The Go-to Place

We're the destination for real estate professionals.

Setting Standards

CRS Designees set the gold standard in consumer experience and client satisfaction.

Voicing Value

CRS Designees excel at articulating their worth.

Community Leaders

CRS Designees are leaders in their communities and the profession.

World Leaders

CRS Designees are recognized as the global leaders in residential real estate.