



STRATEGIC PLAN 2024

Mission Statement: Land Mastery - Defining professionalism by promoting integrity, expertise and excellence in every aspect of land real estate

Vision Statement: "The Voice of Land"

1 PROFESSIONAL DEVELOPMENT

- A. Build and strengthen competency and confidence for land professionals
- B. Promote the gained value of competition to improve customer experience while raising the level of professionalism + integrity in the land industry
- C. Deliver high-quality world-class education taught by subject matter experts and industry practitioners with specialized real-world experience

2 REACH, ENGAGE, CONNECT

- A. Deliver land-specific information and resources relevant and valuable to land professionals
- B. Utilize, support + empower chapters to better engage our members
- C. Facilitate the delivery of superior client experiences through the collective wisdom and collaboration of RLI members

3 BRAND VALUE

THE proven experts in land for more than 80 years:

- A. Elevate the REALTORS® Land Institute brand
- B. Expand the value and recognition of the Accredited Land Consultant (ALC) Designation
- C. Harness the value of the brand for our members' success

4 ORGANIZATIONAL EXCELLENCE

- A. Identify, encourage and mentor land professionals
- B. Embrace RLI mission, vision, and goals
- C. Provide the necessary fiscal and human resources to execute RLI's strategic plan
- D. Steward members' time and investments ethically
- E. Measure success and report those results to stakeholders

5 PROFESSIONAL POWERHOUSE

RLI represents ALL LAND including rights above + below the surface:

- A. RLI: The Accredited Land Consultant Designation IS the pinnacle of land expertise
- B. RLI: Network for trusted referrals
- C. RLI: Leading advocate for land