

OUR VISION

Advancing Australia's Prosperity.

OUR MISSION

We support a united and successful real estate industry.

WE WORK FOR

Real Estate Institutes, their member agents and the communities they serve.

INDUSTRY PRIORITIES

1 We are real estate's powerful voice and authoritative advocate on national issues.

2 We unite the Real Estate Institutes through delivering indispensable value.

3 We deliver compelling outcomes to real estate institute members and their communities.

INDUSTRY STRATEGIES

We will remain the recognized authority on real estate issues.

- Create an evidence base for action with a broad range of relevant research and priority topics and projects.
- Create a well-funded research pipeline to ensure consistent, high-quality research outputs.
- Seek qualitative feedback from practitioners.
- Use our research to drive media, political, member engagement and communications.

We will deliver strong advocacy outcomes.

- We will promote real estate significance by focusing on homeownership as a pillar of Australians' collective wealth.
- We will have strong two-way engagement with the Real Estate Institutes to ensure a coordinated and strategic approach to (REIs) advocacy through REIA's *Getting Real*.
- We will put real estate at the center of every government portfolio to ensure the preservation and growth of private property markets – making ourselves the "go-to" and "voice of reason" for government, government agencies, and the media.
- We will put the people of Australian real estate at the center of our advocacy by using real-life examples and making every real estate agency and polling booth.

We will facilitate impactful collaboration between Real Estate Institutes.

- Help the industry to navigate the rapidly changing operating landscape of the real estate.
- Lead collaboration to identify and advance national issues and commercial opportunities.
- Be a critical hub for strategic level insights for the leadership of Real Estate Institute members.
- Facilitate the exchange of practical operational level insights, resources, and knowledge for the staff of Real Estate Institutes.
- Celebrate the achievements of the collective.

We will facilitate national projects that add value to our Real Estate Institutes.

- Identify an annual pipeline of national projects that will add value to members.
- Ensure the future sustainability of our institutes' to our REIs, the industry, housing stock, and built environment through a national sustainability commitment.
- Establish a trusted national real estate license exchange.

We will promote shared values together with our Real Estate Institutes.

- Fulfill our commitment to the FIABCI Code of Ethics.
- Ensure all members of the Institute 'stay in their lanes' on policy commentary.
- Set the diversity, sustainability, and inclusivity agenda.
- Help our members understand where they fit into the bigger picture.

We will ensure all real estate agents can benefit from REIA membership.

- Continue to encourage our non-member state to join.
- Mobilise the real estate industry to encourage our non-member state with the support of our member REIs.

We will deliver value and build capacity directly to real estate agents.

- Collaborate with members to develop national solutions for key market segments that support the value of state membership.
- Collaborate with members to develop solutions to reduce marketing costs for agencies.
- Foster national collegiality and networking between agents.

We will enhance public confidence and positive perceptions of real estate agents.

- Together with our Institutes, we coordinate a national campaign to advance the REI brand and build trust in real estate agents.
- Position the REIA and REIs as recognized, valued, and celebrated by agents and consumers.
- Foster a community of industry contribution and giving back to our membership.

We will promote excellence and best practice in real estate.

- We will promote adherence to the REIA Code of Practice that underpins ethical real estate practice.
- Ensure quality training by identifying and advancing opportunities for harmonization across best practices, training, and licensing.
- Ensure Property Services are at the centre of the national VET system.
- Create opportunities for agents to demonstrate excellence in best practice and the center of the national VET system.

We will foster a healthy and sustainable real estate workforce.

- Attract new talent and retain existing talent in the sector.
- Foster diversity in the workforce.
- Support better health and well-being in the sector.
- Support the groups that support our industry.

OPERATIONAL PRIORITIES



REIA Corporate



REIA Advocacy,
Policy, Commentary
& Research



REIA Value
Adding Program



REIA Industry
Excellence