

OUR VISION

Advancing Australia's Prosperity.

OUR MISSION

We support a united and successful national real estate industry.




This is supported by three key 2025 priority areas

1

2025 Priority:
We are real estate's powerful voice and authoritative advocate on national issues



How we will achieve this:





-  We back our expertise with evidence.
-  We deliver strong advocacy outcomes.
-  We promote focusing on the importance of tenants, investors and home owners.
-  We use our voice in Canberra for you.

2

2025 Priority:
We unite the Real Estate Institutes (REIs) through delivering indispensable value



How we will achieve this:

-  Impactful collaboration between REIs.
-  Critical national projects that add value to real estate.
-  We live and breathe shared values.
-  Non-members aspire to join through our compelling benefits.



Our Institute Family:









#WeAreREIA

3

2025 Priority:
We deliver compelling outcomes to Real Estate Institute (REI) members and their communities



How we will achieve this:

-  We will build a true national network of real estate businesses.
-  We will build trust and positive perceptions of real estate agents with our national campaign.
-  We will promote excellence and best practice in real estate.
-  We will develop an urgent action plan to address workforce shortages.

How we will be accountable:

REIA 2025 is backed by an annual industry survey and review and reported against through our REIA Year in Report Report.

REIA 2025 is backed by 10 strategies and 18 measurable key performance indicators, which will be assessed by our members every 6 months.

OUR REAL ESTATE INDUSTRY

46,793

There are 46,793 real estate agencies in Australia.

99%

99% of real estate agencies are small businesses.

130,000

Agents employ 130,000 Australians across principles, sales agents, property managers and other business and operational support.

\$6.9 million

Agents help 6.9 million Australians into new homes and rentals each year.

5 Years

In the past 5 years agents have facilitated on average around 500,000 sales each year.

\$360 billion

Sales amount to nearly \$360 billion per annum as at June 2020.

\$49 billion

There are 2.7 million rental properties in Australia with around 80% of properties are managed by agents collecting \$49 billion each year in rent.

13% GDP

Real estate and property activity combined amounts to 13pc of GDP; and a combined workforce of 1 in 4 Australian jobs.



OUR STRATEGIC PLAN

REIA 2025