

2025 - 2027 STRATEGIC PLAN

MEMBER COMMUNICATIONS AND ENGAGEMENT

Modernize and enhance all member communications, reinforcing LSTAR's value proposition.

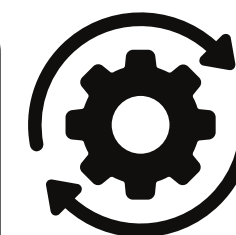
- Develop comprehensive measurable communications plan.
- Enhance marketing, branding, social media, and website communications to Members.
- Develop a branding strategy amplifying LSTAR's value proposition to Members and stakeholders.



FINANCE AND OPERATIONS

Ensure long-term fiscal strength by maximizing operational efficiencies.

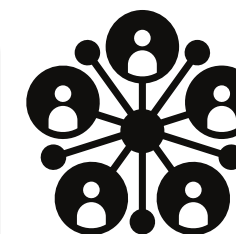
- Develop and announce recommendation on the future of LSTAR's property.
- Explore opportunities for shared services and potential board amalgamation.
- Explore opportunities for non-dues revenue streams.
- Optimize LSTAR's member management system.



PROGRAMS AND SERVICES

Optimize member services, to deliver high quality value to Members.

- Launch the Broker Concierge Program to strengthen relations between LSTAR and Members.
- Monitor real estate technology opportunities and offer products that add value to Members and their clients.
- Offer meaningful and timely education opportunities, to enhance professionalism, support compliance, and grow Member knowledge of industry data, trends, and best practices.



PARTNER AND STAKEHOLDER ENGAGEMENT

Position LSTAR as the premier resource for housing data and analysis, and governmental policy recommendations.

- Develop and implement an advocacy strategy, to influence all levels of government and stakeholders to develop recommendations that enhance the business of real estate.
- Explore opportunities to raise awareness of the value of working with a REALTOR®.



GOVERNANCE PRACTICES

Implement effective, relevant, and industry-leading governance structure and processes.

- Conduct comprehensive review of LSTAR Bylaws and Policies, to ensure modernization, best practices, and compliance with ONCA.
- Embed principles of diversity, equity, inclusion, and accessibility across LSTAR operations, and membership services.

