LONDON ST. THOMAS ASSOCIATION OF REALTORS®

REQUEST FOR PROPOSALS

Strategic Planning Consulting Services

Issue date: Monday, June 15, 2026

Closing date: Friday, July 24, 2026 at 12:00 p.m. local time

1. Introduction

London and St. Thomas Association of REALTORS® (LSTAR) is seeking proposals from qualified consultants or consulting firms to facilitate the development of a comprehensive **Strategic Plan** that will guide the organization's priorities, operations, and member services over the next **3 years**. The selected consultant will work closely with the Board of Directors, staff, and key stakeholders to deliver a clear, actionable, and measurable plan.

2. Background

London and St. Thomas Association of REALTOR® represents approximately 2,200 REALTORS® and brokerages. The Board provides MLS® services, professional development, advocacy, and member support. With evolving market conditions, regulatory changes, and shifting member expectations, the Board is undertaking a strategic planning process to ensure long-term relevance and organizational excellence.

3. Scope of Work

The consultant will be expected to deliver the following:

- **Strategic Planning Process** — Design and lead a structured planning process tailored to the Board's needs.
- **Environmental Scan** — Conduct internal and external assessments, including stakeholder interviews, surveys, and market/industry analysis.
- **Facilitated Workshops** — Lead planning sessions with the Board of Directors, staff, and member groups.
- **Strategic Framework** — Develop mission, vision, values, strategic priorities, and measurable objectives.
- **Implementation Plan** — Provide timelines, KPIs, and accountability structures.
- **Final Strategic Plan Document** — Produce a polished, board-ready plan.

4. Deliverables

- Project work plan and timeline
- Environmental scan summary

- Stakeholder engagement findings
- Draft strategic framework
- Final strategic plan (PDF + editable format)
- Presentation to Board of Directors

5. Proposal Requirements

Proposals must include:

- **Consultant Profile** — Background, qualifications, and relevant experience
- **Project Approach** — Methodology, tools, and engagement strategy
- **Work Plan** — Timeline, milestones, and deliverables
- **Budget** — Detailed fee structure, including travel or additional costs
- **References** — Minimum of three comparable projects

6. Evaluation Criteria

Proposals will be evaluated based on:

- Experience with strategic planning in member-based or real estate organizations
- Quality and clarity of proposed methodology
- Demonstrated facilitation and stakeholder engagement skills
- Cost-effectiveness
- References and past performance

7. Submission Instructions

Submit proposals electronically to Dina McNeil, CEO of the London and St. Thomas Association of REALTORS® at **dina@lstar.ca** by Friday, July 24, 2026. Questions may be directed to **Dina McNeil**.

8. Timeline

- RFP issued: **June 15, 2026**
- Deadline for questions: **July 17, 2026**
- Proposal submission deadline: **July 24, 2026**
- Consultant selection: **August 7, 2026**
- Project start: **September 8, 2026**