

REIV Business Strategy 2018 - 2021

Mission

To enhance the professional excellence of our members to the benefit of the communities they work within, and to advocate and represent their interests

Strategy statement

By 2021, we will be the respected voice of all Victorian real estate professionals offering quality representation, advocacy, education, networking opportunities and maintaining professional standards

Goals

Mobilise the consumer to use an REIV member

Maximise the impact of our advocacy and representation work

Elevate professional standards and support the careers of real estate practitioners

Critical Performance Indicators

Measures

- **Membership:**
Retention, penetration rates and new Members
- **Consumer Mobilisation:**
Choose a Member page views and engagement, website visits and social media followers
- **Professional Standards:**
CPD compliance, CPD opportunities, complaints and disputes raised
- **Advocacy & Representation:**
Advertising equivalent spend, audience reach and media responses