

2025-2026 STRATEGIC PLAN

IMPROVE

WE MOVE THE INDUSTRY FORWARD BY CHALLENGING EACH OTHER TO BE BETTER.



Establish MetroTex as the go to source for innovative and meaningful professional development.

Create opportunities for members to connect and contribute meaningfully to the association.

Reimagine services to deliver personalized resources and benefits for diverse member needs.

Ensure MetroTex's value proposition is clear and consistently communicated.

INFLUENCE

WE CULTIVATE RELATIONSHIPS AND SHAPE POLICIES TO PROTECT THE MARKETPLACE.



Strengthen MetroTex's influence by proactively shaping real estate policies.

Collaborate with municipal leaders and industry groups to address shared challenges.

Empower members to advocate effectively at every level of government.

Leverage expertise to guide conversations on the future of the industry.

IMPACT

WE INVEST IN OUR COMMUNITY TO IMPROVE THE QUALITY OF LIFE FOR ALL TEXANS.



MetroTex is committed to supporting community efforts around housing, education, and financial literacy.

Invest strategically in philanthropic efforts to strengthen the community.

Collaborate with local organizations to address social and economic challenges.

Highlight and promote the efforts of our members to impact the community they serve.

INCLUDE

WE PROMOTE AN EQUITABLE AND INCLUSIVE CULTURE THAT EMBRACES OUR DIFFERENCES.



Foster broad engagement among our members from varying business functions and life experiences.

Develop leaders that reflect our membership and the community we serve.

Promote equitable access to the incredible opportunities real estate affords.

Partner with our multicultural and business affinity associations to meet MetroTex members wherever they are.

INNOVATE

WE LEVERAGE TECHNOLOGY AND CREATIVITY TO DRIVE CHANGE AND SET THE STANDARD FOR EXCELLENCE.



Invest in technologies and programs that position MetroTex as an industry leader.

Enhance operational efficiency through strategic use of technology and forward thinking approaches.

Continuously adopt tools and processes that anticipate industry trends.

Improve member experiences by delivering digital services and engagement tools.